

# Chemist & Druggist

14 April 1973

THE NEWSWEEKLY FOR PHARMACY

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## BEAUTY BUSINESS

SPECIAL  
SUPPLEMENT

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Policies of  
the Council  
candidates

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Noel Hall:  
Welsh  
reaction

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Lilia White  
chemists'  
supplement



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The newsweekly for pharmacy  
14 April 1973 Vol. 199 No. 4856  
114th year of publication

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Ireland and of the Pharmaceutical Society of  
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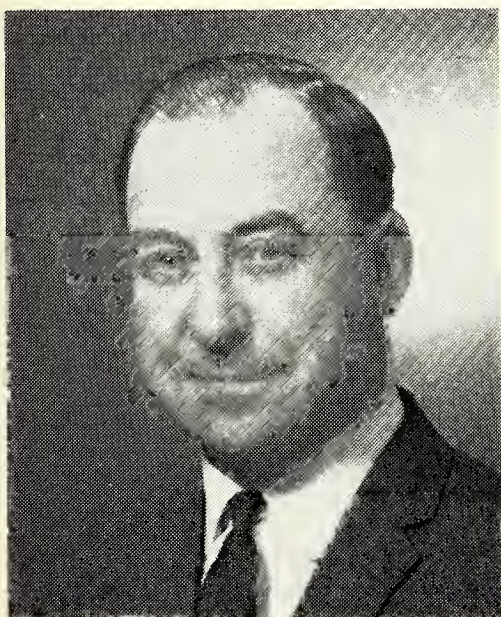
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Mr W. A. Beanland questions whether  
technicians can replace pharmacists in  
hospital practice (see p 484)

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# Welsh pharmacists react to Noel Hall plans

Totally and utterly unacceptable"—that was the reaction of Welsh pharmacists after the circulation this week of the Noel Hall plans for Wales by the Welsh Hospital Board.

The plan, which is to be submitted to the Welsh Office for approval, includes staffing breakdowns for the areas. Basically these are similar for each area—one area pharmacist, one principal pharmacist and six staff pharmacists together with a number of pharmacists and technicians (no regional pharmacist is to be appointed).

The plan, if implemented, will lead to considerable loss of status and future prospects for the bulk of the hospital pharmacists in the area, it is being said in Wales.

In the South Glamorgan area (4,500 beds), for instance, there are at present two category 5 chiefs, one category 4 chief and one category 5 deputy chief.

If accepted by the Welsh Office, the Welsh Hospital Board propose to implement the plan towards the end of 1973 and beginning of 1974. However, the opposition by the pharmacists affected is likely to be considerable.

One Welsh pharmacist expressed the view "that the state of the plan is completely and totally inaccurate and bears no relationship to the plan called for in HM 1/70".

The organisation of hospital pharmaceutical services up to and after 1974 were discussed on April 10 between representatives of the Welsh Office, the Welsh Hospital Board, the Guild of Hospital Pharmacists, the Pharmaceutical Society and other parties, but the outcome of the meeting has not been disclosed. What is known, however, is that although the £4,000 salary limit has been withdrawn for England, it has not been withdrawn for Wales.

## Fight goes on against VAT on sanitary protection

"Just to say 'no' is pretty awful. We think the Chancellor should have at least given the point some consideration. We do not take no for an answer."

This was the comment of the National Consumer Protection Council following Mr Terence Higgins's (financial secretary) reply of "no" to a return question in the Commons on Tuesday when the Chancellor was asked whether he would take action to ensure that sanitary towels and toilet paper were zero-rated for VAT.

Mr Colin Mayover, a director of Portland Supply Co, who was one of those lobbying MPs recently, commented: "Of course the Chancellor has advisers on these matters—among whom must be some females. In their assessments they are

completely wrong and have been unfair to women of this country."

Mr Mayover intends to continue the fight to free these items of VAT.

The NCPC told C&D on Wednesday that all the women MPs have been inundated recently with letters of protest

## 'More risk from vaccination than from smallpox'

The risk of dying from a complication of smallpox vaccination is now greater than the risk of dying from smallpox, said Professor George Dick, speaking at the Congress in Family Medicine, Westminster Hall, London, last week.

Chances of importation of smallpox are now very small, as a result of the successful WHO smallpox eradication programme, he maintained.

The acceptance rate for smallpox vaccination in Britain is about 40 per cent. Selective epidemiological control, ie isolation of cases and vaccination of contacts, is the best way to control the disease both in non-endemic and endemic countries, according to Professor Dick. Although suggesting that routine smallpox vaccination should be discontinued in non-endemic countries, Professor Dick claims it is still essential for travellers to endemic areas.

However, in the case of paralytic poliomyelitis, 100 per cent vaccination rates should be achieved. For every paralytic case of poliomyelitis there may be 200 to 1,000 subclinical cases, so there is a great

pool of poliovirus in many countries. Importation of virus could cause serious epidemics unless high rates of immunisation are maintained.

Professor Dick recommends that for rubella the present policy of selective immunisation should continue. Concerning BCG, he predicts that routine vaccination will cease in a few years but will still be important for those immigrants at high risk.

Countering the possibility that gonorrhoea may eventually be eradicated by vaccination, Professor Dick thought this would be unsuitable as a method of control. Preferably, the use of male contraceptives should be encouraged, including their impregnation with antibacterial substances.

## International campaign for free sale for the 'pill'

The International Planned Parenthood plan to mount a campaign in all 79 member countries to make oral contraceptives available without a prescription. They envisage the distribution of oral contraceptives by the local health care personnel, eg a district midwife in Indonesia and a chemist in the UK, leaving the doctor to deal with the more difficult cases eg diabetic women. They hope to promote a sensible and practical debate on this subject in all countries of the world.

## Hospital pharmacists claim 18% rise

Hospital pharmacists are claiming a salary increase of 17½ to 18 per cent. Salaries for pre-Noel Hall grades and allowances for group, teaching hospital, etc together with the new grades created under the Noel Hall plan are included in the claim which has been submitted by the staff side of the Pharmaceutical Whitley Council Committee "C".

Wearing a button-hole of primroses, Mr Horatio Todd, OBE, JP, aged 92, accepts his Fellowship certificate from the president of the Pharmaceutical Society of Northern Ireland, Mr T. I. O'Rourke. His daughter, Miss M. C. Todd, MPSNI, looks on approvingly. Mr Todd still calls in at his pharmacy for a short time on most days.



# LPC asked to help in health centre decision

Leeds Pharmaceutical Committee has been asked to help the local authority choose between three applicants for pharmacy premises in a health-centre precinct.

When the centre was at planning stage, the LPC insisted that the premises should be offered to the dispossessed local pharmacists, but the three concerned considered it would not be a viable proposition now as a consortium had decided to apply individually for the tenancy.

Mr M. Gordon told *C&D* that the LPC's health centre subcommittee was unhappy about the "choice" situation, but preferred it to the possible alternative of finding the tenancy granted to a stranger. The subcommittee had asked to be represented when the applicants were interviewed by the local authority—which must make the decision—to ensure that account was taken of its views.

In the case of another Leeds health centre, the subcommittee had managed to hold up the final plans while local pharmacists had agreed to form a consortium. Mr Gordon said the LPC was "looking forward to this great experiment" since it had been possible to see it right through from the planning stage.

However, the "rush" to get health centre approvals in before the forthcoming local government changes had meant that another consortium had applied too late for premises in a third centre. The authority was not prepared to accept delay due to changing the plans.

## Confusion alleged over 'Soldier Boy'

In the High Court Mr Justice Brightman directed on April 6 that Andre Phillippe Ltd, Gowan Avenue, Fulham, must not sell the "Soldier Boy Bubble Bath" pending the hearing of an application by Wright, Layman & Umney Ltd, Sanitas House, Stockwell Green, SW9 who are seeking to stop Andre Phillippe manufacturing or marketing bath products with a "get-up" so resembling the plaintiffs' bathproducts as to be likely to deceive or cause confusion.

Mr John Burrell, for Wright, Layman & Umney, said that they produced numerous toiletries, particularly products especially for children.

One was "Camberwick Green Children's Foam Bath", the "get-up" of which was based on puppet characters created by Gordon Murray and featured in a BBC Camberwick Green film series.

The company was licensed by Mr Murray to use the characters, which included little soldiers referred to as Soldier Boys, in connection with their products.

Recently there had appeared on the market the defendants' Soldier Boy Bubble

Bath in packaging so similar to their own that some chemists thought it was one of the plaintiffs' Camberwick Green series of products.

The defendant company had declined to give an undertaking not to use the packaging pending the hearing of the application. Mr John Monckton, for Andre Phillippe, said he hoped to have the company's evidence in reply to the allegations ready for the hearing on April 13.

## Law suits withdrawn against US Association

Law suits filed against the Michigan Pharmaceutical Association and the American Pharmaceutical Association by Revco Discount Drug Centres and Arnold's Pharmacies have been dropped. The suits were filed in 1971 in a bid to block hearings by the APLA judicial board into complaints about soliciting prescription practice. As a result of the settlement, the complaints are withdrawn and all parties agree not to file further suits against each others in connection with these matters.

The agreement was reached to avoid long

and expensive litigation, and the parties have jointly stated:

"We believe that pharmacists, chain and independent, should be solidly united in their total efforts to serve the public's needs. We therefore support this settlement for the sake of furthering unity among pharmacists and to focus our attention on serving the public and the pharmacy profession."

## Committees' approval for new 'Linstead'

Only 15 of the 131 Local Pharmaceutical Committees have come out against the NHS working party proposals put forward by the Central Contractors Committee and the Pharmaceutical Society's Council (*C&D* February 24, p229).

That was reported to the Council meeting last week when it was stated that replies had been received from 110 of the LPC's.

Council recommended that a reminder of its views should be sent to the National Pharmaceutical Union, the Company Chemists' Association Ltd, the Co-operative Wholesale Society Ltd, the Central NHS Committee and the Pharmaceutical General Council (Scotland). This is that each of the bodies should separately consider the changes necessary and desirable in the future general practice of pharmacy. When they had considered the matter joint meetings would be held to discuss points of agreement and difference and at that stage a decision would be taken on whether the government should be asked to set up a Committee of Inquiry.

## NPU say 'yes' to more overseas tours

Following a first successful nine-day trip to the USA and Canada, the National Pharmaceutical Union, the executive committee have approved the suggestion of similar trips.

On the first trip last month, 186 members and wives. Besides sightseeing, contact was made with the offices of the National Association of Retail Druggists in Washington, the American Pharmaceutical

Association in New York and the Canadian Pharmaceutical Association in Toronto. Members also made private visits to pharmacies in various cities.

Mr Robert Anderson of the executive committee and his wife and several branch officials and their wives were among the party which was escorted by Mr W. A. G. Kneale, local organisations officer and his wife.



14 April 1973

# Britain's success in medicines R & D

The efficiency and success of innovation in new pharmaceutical products which originate in the UK has been on a high level similar to within the USA and efficiency in innovation may have been greater within the UK than in some European countries.

That is shown in a comprehensive report, on "Innovative activity in the pharmaceutical industry" just published by the Chemicals Economic Development Committee (Little Neddy).

The study, and its implications that the UK is an attractive location for pharmaceutical R & D, will provide the starting point for discussion at a conference, on May 3 on the pharmaceutical sector's R & D problems being organised by the Committee. The conference will be held at the Royal College of Physicians, London NW1. Comment p 483.

## Military pharmacy discussed at Portsmouth

Aspects of civic, naval and army history were discussed at the weekend conference of the British Society for the History of Pharmacy, held at Portsmouth, April 6-8 when the theme was "Military and Naval Pharmacy and Medicine".

On Friday the members of the Society attended a reception arranged by the Portsmouth branch of the Pharmaceutical Society at the Guildhall, Portsmouth. Besides an exhibition of historical documents, members also saw some of the city's gold and silver plate.

During Saturday morning, Dr Sidney Selwyn gave a paper on "John Pringle" whose successive editions of his famous "Observations on the diseases of the Army" established him as the father of military medicine and contained the first scientific study of cross infection in hospitals. Pringle was probably the first to suggest the neutrality of hospitals during wartime, and his comments on antiseptic substances were sufficiently important for Dr Selwyn to suggest that "much time and energy would have been saved if many years later Lister had known of Pringle's Work".

In his paper "Gaol Fever and Naval Hospitals" Mr W. H. Boorman referred to the gathering of the Spanish and French fleet off Portsmouth in 1779, preparatory to attacking the South coast but "the mighty fleet was in deadly trouble—its enemy, the louse". Because of infection the fleet had to withdraw.

Mr Boorman also referred to an occurrence of gaol fever (typhus) in Winchester

in 1779 and to the introduction of the use of "nitric acid gas" prepared in "pipkins" charged with a galle pot of salt pet and a galle pot of vitriol, by which the patients were "literally smoked in their beds".

A series of papers prepared by Dr M. P. Earles and Mr A. F. Prosser dealt with "Naval Therapy 1860-1960" and the development of the concept of the trained naval sick berth staff up to 1872 when an Order in Council was issued establishing the pharmaceutical qualification as a prerequisite for undertaking "dispensing" responsibilities in naval medical stores.

On Saturday afternoon, members visited Fishburn to see the Roman excavations. During the Annual General Meeting of the Society also held on Saturday, the president, Dr T. D. Whittet reported that the membership of the Society was being well maintained and that negotiations were in hand for a conference at Cambridge during 1974.

## Vitamin C advert upsets Professor Pauling

A Nobel prizewinner who wishes to protect his independence may cause embarrassment to Chatfield Laboratories, Goswell Road, London EC1, manufacturers of Linus (Vitamin C powder).

The manufacturers have been using the name of Professor Linus Pauling in their advertising without his permission, according to his son Dr Peter Pauling, a chemistry lecturer at London University.

Linus has been on the market for two years, and last autumn Chatfield Laboratories started an intensive advertising campaign in the London underground. Advertisements illustrate a Linus container bearing the words "Professor L. Pauling, holder of the Nobel chemistry prize, recommends the following dosage scheme for good health and the avoidance of the common cold". Dr Peter Pauling sent a container to his father at Stanford University, and the professor was so disturbed that he

instructed his son to seek legal advice.

Dr Peter Pauling told *C&D*: "The mention of my father's name appears to suggest he is using Nobel prize status for commercial gain when he has no financial connection whatsoever with this company. We also feel that these advertisements may contravene the Trades Descriptions Act as they might imply that Professor Pauling is recommending Linus in preference to any other make of Vitamin C."

The company points out that the preparation had been marketed for two years without any complaint. The matter is at present in the hands of solicitors.

## Pharmacists at opening of postgraduate centre

A postgraduate centre which will be available for study and recreation to all concerned with health, was opened in Tunbridge Wells on March 16 by Lord Aberdare, Minister of State at the Department of Health.

Mrs J. Cockerill, SRN, chairman of the Tunbridge Wells and Leybourne HMC presided over the ceremony, and the invited audience included pharmacists as well as doctors, dentists, veterinary surgeons, and nurses. The Tunbridge Wells Branch of the Pharmaceutical Society was represented by Mr M. H. Munro, MPS, chairman of the Branch and Mr J. O. Davidson, FPS, who has been appointed the branch's representative on the council of the centre.

## Enzyme possibilities?

A new role for enzymes in therapeutics is the possible result of a research probe by scientists at the Battelle Institute, Frankfurt, West Germany. They are trying to modify the enzymes chemically to improve their stability. Further chemical modifications could reduce their antigenicity, so making it possible to produce drugs of high specificity, eg, they could be designed to digest deposits blocking blood vessels.

Dr T. D. Whittet, president of the British Society of the History of Pharmacy, and Miss C. I. D. Johnson, chairman of the Portsmouth Branch, Pharmaceutical Society at the Guildhall reception during the weekend conference (see left).



# Company News

## Glaxo half-time disappoints

For the six months to December 31, pre-tax profits of Glaxo Holdings amounted to £12.65m compared with £12.39m, struck after substantially higher interest of £2.25m (£150,000). Sales were £96m against £87.1.

The interim dividend is 5.6 per cent net, equal to 8 per cent gross, the same amount as paid by the former Glaxo Group in 1971-72. The total in that year prior to the scheme of arrangement which became effective in May 1972, was 20 per cent.

Financial experts state that the market was looking for profit growth around 25 per cent. In fact the results given are much less.

## Better year for Wilkinson Sword

Profits from the consumer products division of Wilkinson Sword Ltd for last year were £1.8m compared with £1.5m—an increase of 17 per cent.

About their aerosol shave soap the chairman says that business is expanding and an after shave is at present on limited test in one area of the UK. These products form the basis of a range of men's toiletries which will be extended.

Group profit for the year before taxation was £2.4m, a rise of nearly 19 per cent over 1971. Turnover increased from £24.3m to £25.2m.

## Rockware investment is "long term"

Slater, Walker companies who have purchased 25 per cent of the issued share capital of the Rockware Group Ltd in the recent months have given "categorical assurances that they now regard these investments as long term".

Mr Peter Parker, chairman of Rockware says: "This may be taken as a sign of confidence in Rockware and the way it is rationalising and developing its assets for a progressively successful future."

## Planned profits

At the annual meeting of Norcros Ltd in London this week the chairman, Mr John Sheffield, said: "We have planned to increase profits in 1973 by 20 per cent and figures for the first four months ended March show sales 30 per cent higher than the corresponding period last year with profit margins slightly over 10 per cent of sales".

## Intal kidney query

Fisons are now discussing with the US Food and Drugs Administration the word-

ing on the label of Intal which they hope to market in America later this year. In the testing of the drug in America, slight kidney lesions were found in one strain of monkeys administered very high doses of the drug and the FDA are proposing that a "kidney warning" be put on the label. Fisons are arguing that it is not necessary. They hope to market the drug in September.

### Briefly

**Vetric Ltd** introduce a "high-speed service to Coventry and towns in east Warwickshire", from Bishop Street, Coventry, on April 16. The manager is Mr Desmond Longstaff.

**J. H. Weston & Son**, chemists, have moved to 21 High Street, Runcorn, Ches WA7 1AP, from 62 Bridgewater Street.

**R. Weston (Chemists) Ltd** have acquired A. L. Parker (Chemists) Ltd, 19 High Street, Portishead, and G. Haydn Thomas Ltd, 429 Wells Road, Knowle, Bristol.

**Cleverly (Chemists) Ltd:** From April 16 the head office and warehouse will be at Staverton Airport, Cheltenham, Glos GL51 6TQ (telephone Churchdown 713366).

**Antibiotics & Vitamins Ltd** have changed their name to Vitabiotics Ltd and have a new address: 1 Beresford Avenue, Wembley, Middlesex.

**Harold Mitchell & Co Ltd** have opened their new warehouse at Boucher Road, Belfast BT12 6QS (telephone Belfast 662221).

## Westminster report

### Regulations for securing pharmacies "after Easter"

"Soon after Easter" was the reply from Mr David Lane, Under Secretary, when Miss J. Quennell asked the Home Secretary when he expected to be able to announce new regulations for securing premises, "such as chemists' shops and chemists' wholesalers, from which dangerous drugs are stolen".

□ The Misuse of Drugs Act 1971 (Modification) Order 1973, was approved by the House of Commons on April 4 and the Lords on April 5. The draft was laid before both Houses on March 21 and the

order affects the scheduling of codeine, dihydrocodeine, ethylmorphine, norcodeine, pholcodeine, fencamfamin, pemoline, phentermine, prolintane, drotebanol and propiram.

## Family planning in Scotland

Mr Robert Hughes asked the Secretary for Scotland to make a statement on the future development of family planning services in Scotland.

Mr H. Monro, Under Secretary, replied that from April 1974 family planning will become a normal part of the health services, with advice and treatment provided without charge. Contraceptives will, like other drugs and appliances, be supplied as appropriate under the NHS. The standard prescription charge will be paid for each item supplied and the usual exemptions from charges will also apply. The overall effect of the changes is likely to be a substantial expansion of the services provided in Scotland as a whole said Mr Monro.

When asked if he would allow area health boards which already provide free comprehensive family planning to continue, Mr Monro replied, "If we are to go on to the NHS for the whole of Scotland it would be unreasonable to continue local authority services, or something equivalent to them, because they will cease next April."

## Professions and the EEC

In the House of Lords on Tuesday Lord Aberdare said there was no question of Britain being obliged by the EEC Commission to adopt directives on the professions which were not acceptable to the UK. The aim was to achieve a "profession by profession" approach and at the moment the only draft directive under active discussion was that relating to pharmacists.

## Entertaining doctors: investigation

Sir Keith Joseph said he was making further inquiries into the practice involving the promotion of pharmaceutical preparations by the provision of free lunches, dinners and drinks to doctors by drug companies at gatherings held in NHS hospitals. He said in 1972 there were 30 occasions in the Central Middlesex group in which 28 pharmaceutical manufacturers were involved. The cost of such promotions was not separately accounted for in the voluntary Price Regulation scheme returns.

## Warfarin against squirrels

The House of Lords approved the Draft Grey Squirrels (Warfarin) Order 1973 on April 5. The purpose of the order is to allow warfarin to be used against grey squirrels in a specified concentration in a specified bait in England and Wales. The use of warfarin out of doors in 16 counties will not be permitted because of endangering red squirrels. The draft order was laid before the House on March 21.

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# People

**Mr J. A. Mackenzie** who officially retires in May as managing director of the UK company of RP Scherer Ltd has accepted an invitation of Mr Robert Scherer (Jnr) to become chairman of the company "as a token of esteem for the fine work he has done for the company."

Mr Mackenzie joined R. P. Scherer, Ontario, Canada, in 1946. He returned to the UK as sales director, was appointed general manager in 1948 and, in 1953, was appointed managing director.

**Mr T. P. Williams**, chemist representative, Reckitt & Colman's Pharmaceutical Division, Hull, was one of the two UK judges in the Eurovision song contest held in Luxembourg on April 7.

## Appointments

**Bristol-Myers Company Ltd:** Mr G. Higgins, for the past two years field sales manager of the Clairol salon division, has become group sales training manager; Mr G. Searle is promoted to field sales manager, salon division; and Mr Bill Mallinson is to undertake a special three month assignment at the company's headquarters to take over as sales operations manager for both Clairol consumer and salon divisions.

**Revlon International:** Mr Charles J. Scanlan as general manager of the British branch in succession to Mr Paul M. Hughes, who is the newly-appointed managing director of the Japanese branch. Mr Scanlan was previously director of sales of the British branch.

**Ciba-Geigy (UK) Ltd** have appointed Mr Tom Deas as distribution executive of consumer products business. Mr Deas who will operate from Macclesfield, Cheshire, was previously customer service manager for Ilford Ltd, a subsidiary of Ciba-Geigy.

**R. P. Scherer Ltd:** The following appointments have been made: Mr R. J. Collins as managing director; Mr S. R. Maconochie, MPS, to sales manager; Mr A. W. Davey to sales executive; Mr Derek Fletcher to technical representative; Mr K. W. McVitty, FPS, to the board; and Mr R. W. Vale has also been appointed to the board.

**Remington:** Mr J. Maguire has been appointed salesman to the Southern region of Remington electric shaver division, Sperry Rand Ltd.

# Topical reflections

BY XRAYSER

## First week

THE first week of VAT has passed with, so far as I have been concerned, very little public reaction. As for ourselves, we have been heavily engaged in an attempt to re-price the myriad articles which go to make the stock of the present-day pharmacy and, despite the help of the Price List and sundry lists from manufacturers, it has been a tedious and seemingly worthless exercise.

The fractions up and the fractions down have made very little difference overall and the public has been stoical in the matter. It has become increasingly obvious with the "sales" technique and the gimmick offers that no-one knows the price of anything—neither consumer nor supplier. It seems pointless to alter the price of a toothpaste by a penny or two, only to find that a store along the street is in a temporary state of 7p off and the supermarket is generously offering two for the price of one.

But we go on with our task of trying to provide an honest service, knowing full well that some articles have come down fractionally, some have risen fractionally, and some are unchanged. And the public, so bemused with special offers, changing rates of purchase tax, and other factors, is suffering from mental confusion. Admittedly, there is a marked difference in the price of colour television, but true comparison is difficult for it will be some little time before one buys another.

Experience will show whether the abolition of purchase tax, which was easily controlled from a comparatively limited number of outlets, was simpler and more accurate than VAT which necessitates a vast amount of supervision and control by Government departments. But I have to recant a statement I was rash enough to make a little over thirty years ago. I then forecast that purchase tax, introduced as a temporary expedient to control supply and raise revenue during wartime, would be with us for all time. I was wrong. It has been abolished and replaced by something which is, for the time being, beyond my comprehension.

## Unpaid

One of the much-heralded advantages of the new system lies in the fact that zero-rating is stated to ensure that tax paid does not lie on the shelves until the goods have been sold. Much, of course, will depend on the celerity with which claims are met, and I do not envy the customs and Excise their task in trying to check returns and verify claims.

Nor do I look forward to the making of the necessary returns at stipulated intervals. A great deal of the work involved has a look of what I once heard a street-corner politician describe as "riddling water." I have read the reports this past week of the smooth-working of the new system, and there is an air of deceptive simplicity at the moment which will pass when the first returns have to be made.

The cost of collecting the tax has yet to be measured, for it must be paid for somewhere along the line. Increasing unproductive work is costly, and we are now clerical civil servants (unpaid).

## News in brief

□ "Absolute one-step photography" is the title of the lecture that Dr E. Land will give to the Royal Photographic Society at Institution of Electrical Engineers on May 18. Tickets 50p to non-members after May 1.

□ The Department of Trade and Industry is considering an application for the imposition of anti-dumping duties on imports of dimethylformamide from Canada and the USA. Representations by interested parties should be submitted in writing, not later than April 25 to the Tariff Division, Department of Trade and Industry, Room 326 Kingsgate House, 66 Victoria Street, London SW1E 6SH.

**LILIA-WHITE**  
will advertise in 28 national women's  
magazines this year — mostly in full colour

**LILIA-WHITE**  
advertisements will appear more than  
360 times — at least one every selling  
day — in 1973

**13 MILLION**  
women use sanitary protection products  
50 days a year on average

**LILIA-WHITE**  
offer a complete range to meet every  
woman's need



**LILIA-WHITE**  
will help your sales and profits this year.  
This is how ►

# Lilia-White support your 1973 sales

Can you be this confident every day of the month?

You must have noticed how some women are never slowed down by their periods.

They go about their work and play as if nothing had happened.

Don't envy them. Rather follow their example.

They use one of the Dr White's range of towels.

They use our towels because they're the best-proven method of sanitary protection known.

They use our towels because we make the softest and surest you can buy.

And they use our towels because they know that only Dr White's offers you a choice to suit your particular need.

It's easy to be confident. When you put your trust in Dr White's.



Most women trust Dr White's for their sanitary protection.

Lilia-White, foremost company in the feminine hygiene products market, have a lot going for the chemist in 1973.

From the company that has consistently led the sanitary protection market for more than 80 years, the chemist has come to expect innovation:

*innovation* in product development

*innovation* in marketing and promotion

*innovation* in consumer advertising techniques

This year Lilia-White are producing more promotional effort, more money, and above all, more ingenuity than ever before to help you, the chemist, increase your sanitary protection sales.

This year, and from now on this is doubly vital, for with the introduction of VAT sanitary protection products must for the first time, bear a form of purchase tax payable by the consumers.

Lilia-White offers the complete range of external and internal sanitary protection for every woman—and all their products have been designed and manufactured to the high standards that customers have come to expect from Lilia-White.

In these days when stock rationalisation can mean great savings for the chemist, Lilia-White offer a comprehensive service on towels, tampons, baby products and paper products.

## Towel range promotion

For the first time, all brands in the Lilia-White range of external sanitary protection products—Dr White's, Lilia, Panty Pads, Carefree, Koronet and Fastidia—are appearing in a national advertising campaign.

And to emphasise the comprehensiveness of the range—a feature which distinguishes Lilia-White from its competitors—and its ability to meet the requirements of all women of all age groups, there will be a "campaign within a campaign"

aimed at the teenage market—for the fast-selling Panty Pads.

The 1973 campaign will cost more than £250,000 and will reach a complete cross section of the market alternatively promoting the range and individual products.

These magazines are *Woman*, *Woman's Own*, *Woman's Realm*, *Family Circle*, *Living*, *Mother*, *My Weekly*, *Annabel*, *She* and *Cosmopolitan*.

Illustrated are two of the advertisements.

## Panty Pads grow fast

Panty Pads were launched in August last year and have rapidly established themselves as a brand with widespread consumer appeal.

As well as featuring in the range campaign Panty Pads will have its own advertising campaign which relates the brand to real life users, including a young 17-year-old model, a dancer, a girl running an antique shop in Camden and a travel courier. Heavily accentuated to the teenage market, the campaign features a total of 50 full colour advertisements, in *Jackie*, *Fab* 208, *Melanie*, *Valentine*, *Honey*, 19, *Look Now*.

Backed up with a heavy sampling programme, this campaign will ensure that younger women who prefer to buy their sanitary protection in chemists will be asking for Panty Pads in your store this year.

"Top models have to be top models. Even when they're having periods."



You really only have to ask Jill Galloway. She'll be the first to admit that she's not a top model yet. Far from it. Jill is 17, fresh out of school and working hard to become the next famous face on the magazine covers. But she's learned that it's certainly



not roses all the way. "Heavens, you've got to work hard and have a thick skin," she told us. "Standing for hours on end, in the most uncomfortable positions with some photographer losing his temper, you can't relax your smile, even if you're dying to rush to the loo." We asked Jill about how she copes with periods.

"Well," she said, "You know all the advice your mum gives you about towels. I thought she was dreadfully old-fashioned until I actually went out into the wide world."

"I found, to my surprise, that Panty Pads were the ideal answer."

"They're almost invisible. None of those old-fashioned belts and loops and pins and what-not."

"They're terribly simple to wear. They've got an adhesive strip and you wear them inside your own panties. Preferably those stretch ones."

We asked Jill if she ever had any embarrassment.

"No, really none at all. I can wear



any clothes I like. Tight trousers. Hot pants. Anything. "And the wonderful thing is I'm always sure that I'm safe. Especially during long photo-sessions, and those long waits for magazine and advertising art directors who want to see my photos and are always busy."



They keep you hanging about for hours. "You can't play the prima donna when you're new at this business. Most of the time you're nothing but a clothes hanger."

Jill's too pretty and too bright ever to remain a clothes hanger.

You wait and see.

New from Dr. White's. Panty Pads.



As safe as a towel. As invisible as a tampon.

A black and white photograph of six women in swimwear on a beach. Five women stand in a line, facing away from the camera, while one woman crouches on the left. The image is grainy and has a high-contrast, artistic feel.

[illegible]

The round-end tampon  
that expands widthways

than earlier designs and competitive packs. There are new colour identification stripes of yellow, pink and green for all three absorbencies, which continue to be available in packs of 10 and 20.

## New advertising

Backing the introduction of new shape Lil-lets is the biggest-ever advertising campaign for the brand, over 40 per cent up on last year's record expenditure.

The campaign began last month and continues until December with a massive total of more than 250 full colour advertisements including 14 double pages and over 130 whole pages.

Strongly slanted to the younger consumer, the campaign features no less than 206 insertions in teenage magazines: *Fabulous*, *Valentine*, *Mirabelle*, *Jackie*, *Loving*, *Melanie*, *Pinkie*, *coat*, *Romeo*, *Popswop*, *Pitti*, *Honey*, *19*, and *Look Now*.

Reaching more mature consumers will be nearly 50 advertisements spread between *Woman*, *Woman's Own*, *Cosmopolitan*, *My Story*, *Nova* and *She*, plus *True Magazine* and *True Romances*.

The first two of an eventual series of 10 advertisements are now appearing. With the theme "Lil-lets new shape makes it easier to change tampons" the powerful visual features a group of six bikini-clad girls on a Mediterranean sea shore (see above). The second, "Lil-lets new shape tampon is designed to make life easier for you", pictures a series of appealing leisure-time situations.

# Lil-lets re-launched in a growing market

In 1972 Lil-lets tampons achieved a sales increase of 10 per cent through chemist outlets, thereby further consolidating their position as the fastest growing tampon brand in the United Kingdom with a 39 per cent share of the tampon market in Chemists—the third largest sanitary protection brand.

## new shape

springboard of the operation is a significant performance improvement to the product which now has a round-end shape as opposed to the previous flat-tipped design.

In a national survey it was found that some 70 per cent of Campon users preferred new-shape Lil-lets—because they were softer and more comfortable than their former brand!

**ew name**

illets tampons are today a  
major international brand and  
under varying trademarks can  
be found on chemists' shelves  
in more than 100 countries.

The international nature of the product has been recognised on packing terms by the addition of the brand name "o.b.". These two letters, the initials

of the German words "Ohne Binde" meaning "without towels", are the most frequently found trademark for the product, occurring in countries as far apart as Finland, Iran, Thailand and Venezuela.

**New pack**

Designed with chemists' shelves and counters in mind, the new "Lil-lets o.b." pack has more impact and display value, with a soft pale blue colour that is less clinical and more feminine.



# Explaining the Lilia-White range

We think it will help you and your customers to know a little about the difference between the brands comprising the Lilia-White range of sanitary protection products.

## Dr White's

This is Britain's biggest selling and most trusted brand used by more than half of the women regularly using sanitary towels. It offers reliability, super absorbency and comfort.

## Carefree

Carefree incorporates new technological advances with the added benefit of flushability.

## Lilia

The leading brand of soluble towels, out-selling its nearest rival by more than 3 to 1, and second only to Dr White's.

## Panty Pads

Specially designed to be worn securely inside women's own panties by means of a full length adhesive strip, without loops Panty Pads are flushable,



non-bulky, as safe as a towel and as invisible as a tampon.

## Fastidia Mini Pads

This discreet product, introduced by Lilia-White last year, offers month-round protection against day-to-day non-menstrual discharges. With a plastic

backing and needing no belts or pins, Fastidia Mini Pads are completely flushable. They offer you new sales opportunities.

## Lil-lets

This is the leading non-applicator tampon brand in Britain. It

is available in three absorbencies—super plus being the most absorbent tampon on the market.

Lil-lets give perfect protection because they expand widthways and now have a specially designed round tip for easier insertion.



## Golden Babe products

At present only 10 per cent of nappy changes in Britain are in disposable nappies compared to 50 per cent in Europe and 90 per cent in Scandinavia. This makes nappies one of the biggest market potentials of the UK disposable products business.

The disposable nappy sector of the UK market is estimated to be worth between £3 million and £4 million at r.s.p. It could possibly be nearer £50 million if trends in Europe and Scandinavia are any indication.

Indeed, the market is beginning to show signs of expansion as young mothers increasingly accept disposable nappies and start buying them before the baby arrives.

Lilia-White, with their range of Golden Babe products keeps constantly up with the market by conducting sampling operations in ante and post natal clinics through its own Clinic

Liaison Force, coupled with a promotion of the products through free sampling.

The Golden Babe brand of disposable nappies has been on the market since the late 1950's and is the brand leader in the shaped diaper market. Its unique shape is designed for baby's extra comfort and can be used equally successfully with boys and girls. It looks neater, is not bulky between the legs, particularly when worn with a Snuggi Pocketed pant. The nappy itself has a net covering which prevents it from disintegrating when wet and makes it easier for the mother to handle in disposal afterwards.

Disposal instructions on the Golden Babe pack advise the nappy should be torn and flushed away separately or alternatively burnt or put in a sealed bag for disposal in the normal way.

# New products and packs

## Cosmetics and toiletries

### Whipped Creme additions

The Whipped Creme range from Max Factor has been extended to include Whipped Creme Cheek Colour (£0.65) and Whipped Creme Nail Colour (£0.45) together with frosted shades of Whipped Creme make-up and two new Whipped Creme lipsticks.

The Cheek Colour is a creamy-textured blusher available in three iridescent shades, Amber Frost, Rose Frost and Tawny Frost plus one glossy shade, Peach Blush, presented in glass pots topped with a pale blue cap.

The Nail Colour is a collection of 16 new nail polishes: eight creams and eight frosts. The colours, say Max Factor, have been created to harmonise with the Whipped Creme lipsticks and are presented in round bottles with a tortoise-shell toned cap with gold decoration.

The new frosted shades of Whipped Creme make-up are Moisturised Cafe Frost and Moisturised Bronze Frost in frosted glass jars with the gold-decorated blue top. Two iridescent pink shades have been added to the Whipped Creme lipsticks range: Sugar Pink Frost and Wine Frost (Max Factor Ltd, 16 Old Bond Street, London W1X 4BP).

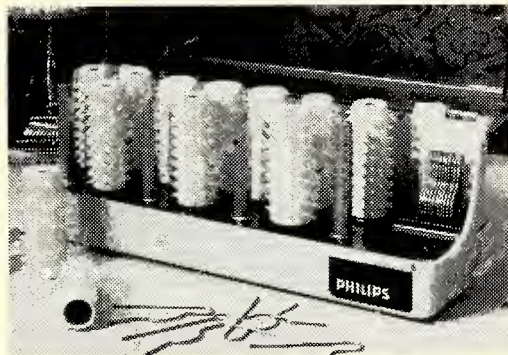
### Stack Packs combination

Bonne Bell have introduced Stack Packs which are individual pots (£0.65) that screw together to make one compact unit including three different products: Eye Cover Cream, Lip Glazers available in three colours and Velvetones compressed eye shadow available in four colours. Stack Packs are sold separately so that the purchaser can make her own combination.

Also from Bonne Bell is a lipstick/lip gloss combination called Lip Service (£1.10). Each of the Hot 'n Earthy lipstick shades has a companion lip gloss that screws on to the lipstick bottom. Six Earth Tones are available, ranging from a neutral flesh to a "plummy" brown and three Hot Tones in bright shades (Bonne Bell Cosmetics Ltd, York House, Empire Way, Wembley, Middlesex).

### Sun Care Specifics

A new range of treatment tanning products from Elizabeth Arden called Sun Care Specifics provides protection for different skin types and needs. For a golden tan there is sun tan cream (£1.20) and sun tan lotion (£1.20) which can also be used as a protective moisturiser under makeup. For a rich, dark tan the company has introduced a newly-formulated version of Sun Gelee which is now said to be lighter and non-greasy. Sun Gelee is available in two shades Cafe and Honey and in a choice of



two sizes (£0.75, £1.20).

For sensitive skins Elizabeth Arden have a reformulated version of their Sunpruf Cream in two shades, natural and dark (£1.20). Sun Shield stick (£0.75) is for ultra-sensitive areas like nose, knees, ears and decollete and After Sun lotion (£1.20) is described as a rich body balm for the whole body.

Sun Care Specifics are presented in bright orange lightweight bottles and tubes (Elizabeth Arden Ltd, 20 New Bond Street, London W1A 2AE).

### Creighton's skin aids

Creighton have introduced moisture cream with extract of cactus (30g tube £0.42, 90g jar £1.25) which is a light textured cream said to contain pure extract of Cereus cactus. A richer moisturiser from Creighton is their moisturising cream with Honegar (30g tube £0.42, 90g jar £1.20). Honegar is a blend of Martlet Cider vinegar and unpasteurised honey said to provide a "virtually all-purpose cream which is an ideal base for foundations".

Their new Apricot oil (45cc bottle £1.00) and Apricot nourishing cream (45g jar 83p) contains "pure Apricot oil" which Creighton say is an effective aid in the prevention of wrinkles (Creighton Laboratories Ltd, Water Lane, Storrington, Pulborough, Sussex).

### Now Aqua Citra

Christopher Collins of Goya has created Aqua Citra, a fresh lemon-like fragrance, which is meant to compliment the existing Aqua Manda range. The Aqua Citra products comprise talc (£0.31), foam bath with added water softener (£0.42 bottle, £0.07½ sachet), bath oils (£0.49, sachet £0.7½) and oatmeal beauty soap (£0.14). All the products are packed in lemon-yellow packs and cartons that echo the Aqua Manda design (D. R. Collins Ltd, Badminton Court, Amersham, Bucks).

### Babycare

#### Vegetable-based milk food

Cow & Gate have launched a milk food for babies, C&G V Formula (£0.39),



which is a spray dried powder prepared from skimmed milk, lactose and vegetable oils. In the new formula the content of protein, fat and carbohydrate is adjusted to that of breast milk so it contains 1.8 per cent protein, 3.1 per cent fat and 7 per cent carbohydrate. The latter is in the form of lactose only so no sugar should be added when the feed is made up. The formula is fortified with the recommended level of vitamins and minerals.

The new food, said a Cow & Gate spokesman, is being introduced to provide an alternative to the other Cow & Gate milks for those paediatricians who prefer a vegetable oil formula and is packed in 16 oz cartons printed with full mixing instructions and feeding tables (Cow & Gate Baby Foods, Guildford, Surrey).

## Electrical

### Philips newcomers

Four new additions from Philips include two electric hair-curler sets plus new de luxe and standard sun lamps. There is also a restyled Ladyshave in new colours of ivory and chocolate, presented in a cream coloured case fitted with an amber see-through top with gold lettering.

The electric hair-curler sets are HL 4505 Double 8, designed to fit into an overnight case, and which has 16 rollers of which any eight can be heated at one time. The heated rods are of uniform size, allowing any combination of the three roller sizes to be selected and heated (£7.39). The new HL 4506 14 Roller Set (£8.32) is a smaller version of Philips existing HP 4404 18 roller model, comprising 14 simultaneously heated rollers, with separate storage space within the case for clips, which are provided. As with the Double 8 set, the heated rod size is standard, allowing any combination of rollers to be used. The heating of the rods is thermostatically controlled and they claim it takes only ten minutes to heat the rollers to the correct temperature. Both sets are presented in two-tone blue cases with a smokey grey transparent lid.

Both of the Philips new standard (£13.89) and de luxe (£17.62) sun lamps are ultra-violet with switchable infra-red, allowing a choice of ultra-violet and infra-

red, or infra-red only. The de luxe model, with on/off switch, includes a timer and audible warning to ensure accurate exposure times.

The lamps are finished in black and brushed aluminium with contrasting blue trim. The biggest attraction of the new lamps, say Philips, lies in their improved effective treatment time, now cut by 75 per cent from 20 minutes to 5 minutes (Philips Electrical Ltd, Century House, London WC2).

## Prescription specialities

### KAODENE

**Manufacturer** Crookes Laboratories Ltd, Basingstoke, Hants

**Description** Off-white aqueous suspension with odour and flavour of aniseed. Each 10ml contains codeine phosphate 10mg and light kaolin 3g

**Indications** Diarrhoea

**Dosage** Adults and children over 12 years: 20ml three or four times daily. Children 5 to 12 years: 10ml three or four times daily

**Side effects** Those associated with codeine phosphate

**Storage** At 5°C to 20°C

**Packs** 250ml (£0.45 trade, exclusive of VAT)

**Supply restrictions** PI

**Issued** April 1973

### NYSTAN vaginal cream

**Manufacturer** E. R. Squibb & Sons Ltd, Regal House, Twickenham, Middlesex

**Description** Pale buff cream containing 100,000 units nystatin per 4g application

**Indications** Treatment of candidal vaginitis

**Method of use** Insert one or two 4g applications high into the vagina for 14 consecutive days or longer, regardless of any intervening menstrual period. Re-infection from the candidal content of the intestinal tract may be prevented by concomitant therapy with oral nystatin

**Side effects** Some transient local discomfort may be experienced

**Storage:** Store at room temperature. Avoid freezing. Shelf life 2 years

**Dispensing diluent** Should not be diluted

**Packs** 60g tube with applicator (£1.23 trade, exclusive of VAT)

**Supply restrictions** P1, TSA

**Issued** April 1973

### Gentamicin injection

Nicholas Laboratories Ltd, 225 Bath Road, Slough, Bucks, are making gentamicin injection BP (Genticin) available in unit dose snap-off ampoules. Each contains 80mg per 2ml gentamicin base as the sulphate (25, £28.82½ trade).

Multidose vials containing 80mg per 2ml will continue to be available when required, but it is now generally recognised that the standard dosage for adults weighing more than 60kg and having normal renal function is 80mg 8 hourly for all systemic infections including those involving the urinary tract.

Ampoules and multidose vials are now also available in trays of 5 units per tray.

## Trade News

### New Mum refill size

Bristol-Myers, Stamford House, Langley, Slough SL3 6EB have introduced a new 42cc Economy size refill for their Mum Rollette deodorant. The 42cc refill will be available in each of the three fragrances as well as the unperfumed. Refills will be packed in dozens of a single fragrance.

### 300 at Unichem meeting

More than three hundred retail pharmacists are now linked to Unichem's stock recording system, launched nationally six months ago.

Introductory meetings for the system have been held throughout the areas served by Unichem. The latest was in Birmingham, when an audience heard Mr Norman Sampson, a non-executive director of Unichem, explain the value of the system to the business of a retail pharmacist.

Also present at the Birmingham meeting were Mr Geoffrey White, Unichem's marketing director and Mr John Speller, general sales manager.

### Hydergine warning

Sandoz Ltd, point out that Hydergine 1.5 mg tablets are new and are introduced for the treatment of cerebrovascular insufficiency and that Hydergine sublingual tablets (0.250mg) should not be dispensed for this indication and as a result have been discontinued. Entire packs may be returned to the wholesaler for full credit until May 4.

### New look for Twice as Lasting

Roja Ltd, 18 Bruton Street, London W1A 1BX have redesigned their Twice as Lasting hairset packaging. The new label carries a double-two motif which already appears on Quick Set's aerosol, latest addition to their range.

There is also a change in the product name of Twice as Lasting hairset with colour to Twice as Lasting Colour Set. No changes have been made in the shade names. All the hairset bottles sport new-style tall cylindrical shaped caps in silver for plain hairset and blue-purple for Colour Set.

### New distributor

On April 1, Mennen took over the UK distribution of the principal Novara skin products and Bu-todebiliary, manufactured by Biometica, Boreham Wood, Herts. Novara skin care products selected for distribution with the Mennen range are Novara Oil of Youth, and Novara Cleanser. Further details are available from Mennen salesmen or Mennen (UK) Ltd, Station Road, Marlow, Bucks.

### Recital shade changes

L'Oreal, 18 Bruton Street, London W1A 1BX, have made three shade changes in their Recital colourant range: Golden



Sable will be replaced with Bermuda (light golden brown); Bergen (ash pearl) is discontinued and St Tropez (light golden blonde) is a new addition to the range.

### Holiday closings

Pharmax Ltd, Bourne Road, Bexley, from 5 pm, April 19, until 9 am, April 24. Urgent supplies can be obtained from John Bell & Croyden, 50 Wigmore Street, London W1 (telephone 01-935 5555).

Merck Sharp & Dohme Ltd, Hertford Road, Hoddesdon, Herts, from 5 pm April 19, to 9 am, April 24. Urgent supplies from John Bell & Croyden, Wigmore Street, London W1.

Ciba Laboratories, Horsham, Sussex, 5.30 pm, April 19 until 9 am, April 25.

Beecham Ethical Distributors, Great West Road, Brentford, Middlesex; offices will be closed from 5.15 pm, April 19, until 9.00 am, April 24. The BED telephone answering service (telephone 01-560 2876) may be used during the holiday period. Urgent supplies from John Bell and Croyden, 50 Wigmore Street, London W1.

## Bonus offers

L'Oreal Ltd, 18 Bruton Street, London W1A 1BX. Recital colourant or lightener, 13 invoiced as 12 until May 11.

Mennen (UK) Ltd, Station Road, Marlow, Bucks. Bu-to hair removing cream and lotion, 12 invoiced as 11. Novara nourishing moisturiser and moisturising cleanser, 12 invoiced as 11.

Wilkinson Sword Ltd, Sword Works, Southfield Road, London W4. Wilkinson Sword double-edge razor blades pillarpack, 15p voucher. Double-edge razor blades swordpack, 30p voucher. Redeemable until July 31.

# Promotions

## Wella for Men motor racing 'scoop'

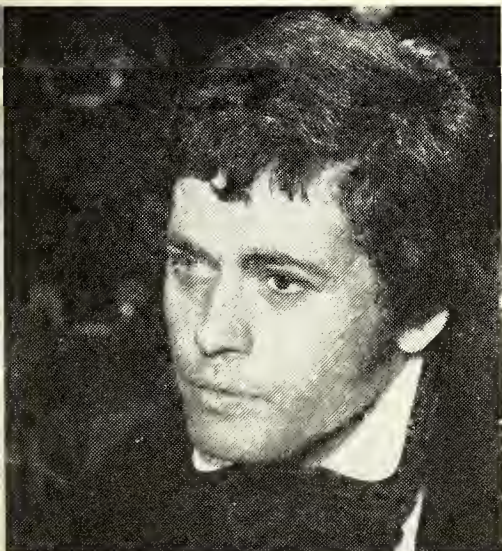
Wella are to sponsor a new Formula Ford motor racing championship to promote their Wella for Men range—and have obtained a "scoop" by getting actor Jon Finch to race in their own colours.

The Wella for Men Formula Ford Championship will be organised by the B.A.R.C. and is designed to encourage young British drivers. It will comprise 16 rounds at eight major British circuits and offers prize money totalling £1,800.

The Champion will receive £200, the Wella for Men Trophy plus a specially commissioned oil-painting of the winner in action.

Mr Peter Batten, Wella GB general sales manager, says that involvement with motor racing will allow the company to "appeal directly to an audience which is influential in shaping today's fast moving, fashion-conscious world". Formula Ford was chosen because it was felt that there are enough sponsors at the top end of the sport already. "If Britain is to remain the hub of international motor sport, we must not neglect the junior formulae, from which the stars of tomorrow will come".

Wella have at the same time announced the formation of their own team, racing in Formula Ford with one of the screen's



Jon Finch pictured as William Lamb in his recent film, "Lady Caroline Lamb".

fastest rising young stars Jon Finch, and his brother Roger.

Jon has won wide acclaim for his performance in Polanski's "Macbeth" followed by Alfred Hitchcock's "Frenzy". More recently he made great impact as William Lamb in "Lady Caroline Lamb", and was voted the most promising young film actor of 1972 by the Variety Club of Great Britain.

For several years Jon has been a keen

motor racing enthusiast. He has high hopes for 1973 in the shape of the Raider KG MK1, designed by Ken Graham who, after being involved with the construction and design of 2-litre sports cars over the past few years, has built a car to his own design which will race in the distinctive silver and black livery of the Wella for Men team.

Leading the championship after two rounds is Peter Harrington in his Cougar Scholar 73F. The next round is at Brands Hatch on May 20 (Wella (GB) Ltd, Wella Road, Basingstoke, Hants).

## Sandrine display competition

L'Oreal, UK distributors of Sandrine by Cheramy of Paris, are currently running a display competition to promote the fragrance as an Easter-time gift. The object of the competition is to find the best Sandrine display and to qualify retailers must show the display for at least two weeks. A prize of £100 will be awarded to the best national display, national second prize is £75 and four area prizes of £60 will also be awarded.

A Sandrine Press campaign runs until July featuring full colour pages in *Vogue*, *Cosmopolitan*, *19* and *Nova* (L'Oreal Ltd, 18 Bruton Street, London W1A 1BX).

## Cyclax offers

From April 15 Cyclax Ltd are offering two Confidence roll-on anti-perspirant deodorants for 95p. Also from April 15 their Joie de Vivre spray Cologne will be on offer for 99p instead of £1.57. Joie de Vivre Ocean body moisturiser and Ocean bath gel are offered for £1.35 when bought as "bath twins" instead of £2.00. And Cyclax are making available two Neojuven special offers in kit form: special skin care collection with three products from the Neojuven collection for £3.75 and daytime skin care collection with three more Neojuven products, also for £3.75. All these special offers are on limited offer only (Cyclax Ltd, 65 South Molton Street, London W1Y 2BS).

## Gillette cut price

A Spring promotion by Gillette Industries cuts the price of G11 shaving system to £0.99 and the Techmatic to £0.95.

Gillette is backing the price cuts with a £200,000 TV advertising campaign with 30- and 15-second flashes scheduled for April, May and June. Additional support will be provided with strong merchandising material, plus trade bonuses (Gillette Industries Ltd, Great West Road, Isleworth, Middlesex).

## Protein 21 competition

Mennen (UK) Ltd, makers of Protein 21 shampoo, have launched a display competition for the retail chemist trade. Mennen salesmen are now distributing entry forms and display material.

Showcards and merchandisers feature Jane Seymour, and she also appears in Protein 21's current TV and Press advertising campaign.

Prizes in the competition include: 1st Prize: Caribbean cruise for two value £550, 2nd Prizes: 9 holidays for two in Majorca, 3rd Prizes: 21 cassette tape recorders, plus runner-up prizes. (Mennen (UK) Ltd, Marlow, Bucks SL7 1NG).



The Max Factor merchandising unit showing the new Whipped Creme Nail Colour and Cheek Colour products plus the new additions to the existing lipstick and make-up ranges.

## K-C promote free film

Kimberly-Clark are launching a two-part promotion designed to cash in on the holiday snapshot craze, and, at the same time, produce a high level of demand for Kleenex tissues throughout the summer.

Besides offering a free colour film in a size of the customer's choice with every pack of Kleenex for Men, Kleenex Carnaby and Kleenex soft white tissues, consumers sending in the free colour film voucher will also receive a 5p coupon redeemable against the customer's next purchase of Kleenex tissues.

A spokesman for K-C said: "There is no obligation to chemists to buy this pack; the normal pack without this offer is available" (Kimberly-Clark Ltd, Larkfield, nr Maidstone, Kent).

## Consumer offer

☐ A Recital shampoo offered free with every purchase of Recital colourant or lightener (L'Oreal Ltd, 18 Bruton Street, London W1A 1BX).

## on TV next week

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

**Anadin:** All except E

**Aquafresh toothpaste:** WW

**Close Up:** All areas

**Maybelline Great Lash mascara:** Ln, So

**Macleans Freshmint:** All except WW

**Pears transparent soap:** M, Lc, Sc, WW, NE, We, B

**Rennie:** All except U

**Signal:** WW, So, A, G, Y

**Silvikrin hairspray:** All areas

**Silvikrin shampoo:** All areas

**Sure:** All areas

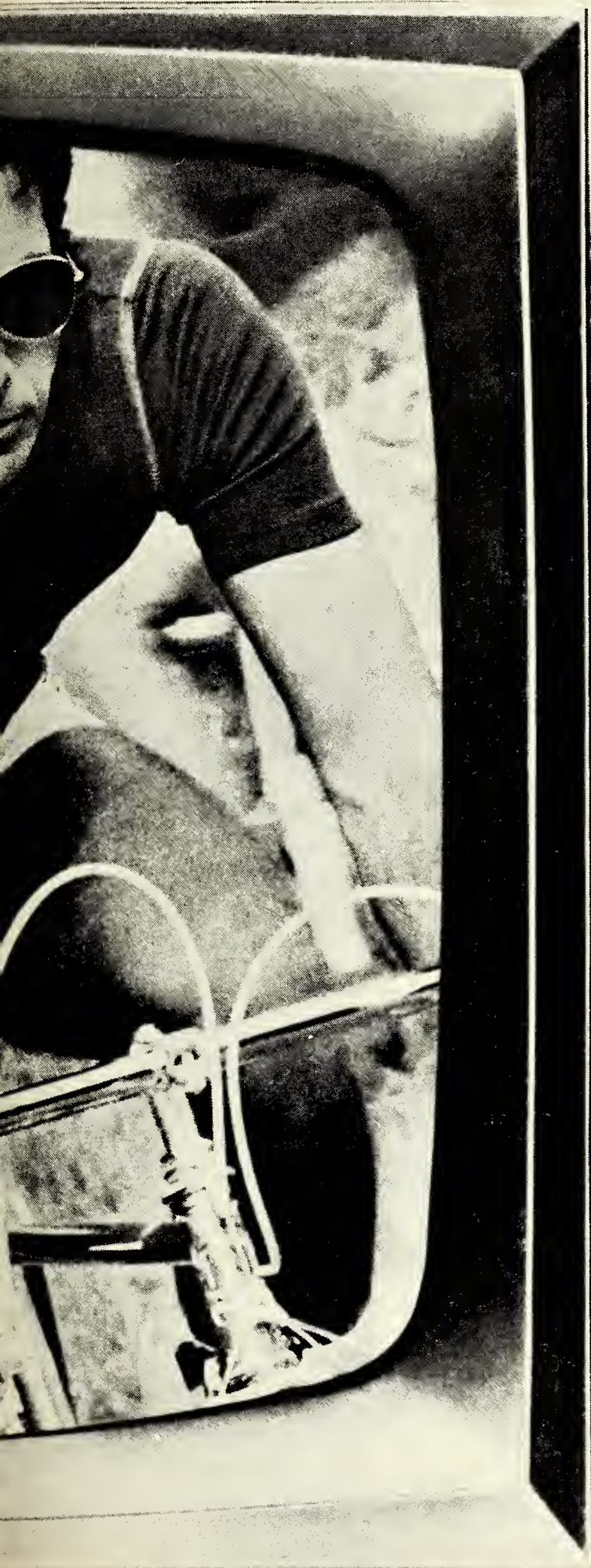
**Three Wishes foam bath:** All areas

**Wilkinson Sword:** All areas

# Polaroid will be riding into



# lions of homes this spring.



When you spend as much money as we're spending on peak time television, you know your message is reaching millions of people.

But reaching people doesn't mean much unless you capture their attention.

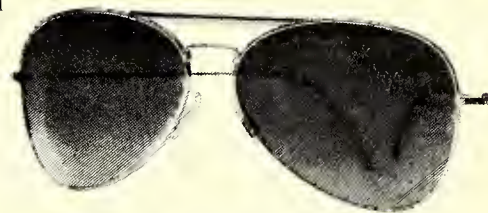
This bicycle racer will be doing just that when he rides into homes this spring demonstrating the advantages of Polaroid sunglasses.

Of course, he has a great product to demonstrate.

Polaroid sunglasses can eliminate up to 99% of reflected glare, while regular sunglasses only darken this glare. They're scratch and shatter resistant. They absorb up to 96% of ultraviolet rays. And the lenses are made with a seven-layer construction.

As if that's not enough, they're also available in a wide range of good looking styles.

All you have to worry about is having enough stock on hand to handle the sales.



## Polaroid Sunglasses

# An improved aspirin

by H. Timmington, BPharm, MPS, ARIC  
manager of product development (long term), Nicholas Laboratories

Whilst aspirin, in one form or another, is used universally as an analgesic and anti-inflammatory, it is well recognised that it has certain drawbacks, one of which is its taste.

Attempts have been made to improve the flavour of products and the most successful have been presentation as either a "soluble" or an effervescent tablet. In both the aspirin is taken as a solution.

The "soluble" aspirin tablet when added to water shows some effervescence due to a reaction between the calcium carbonate and citric acid present, with the formation of a soluble calcium salt of aspirin. Disintegration of the tablet is aided by the presence of starch. However, this type of dissolution has the disadvantage that the final preparation in the glass is cloudy and the carbon dioxide evolved gives rise to the formation of a scum. It is not obvious to the consumer that the aspirin has dissolved.

## Effervescent tablets

The "effervescent" tablets on the market employ sodium bicarbonate and citric acid as an effervescent "couple" to produce rapid disintegration of the tablet and the provision of sufficient sodium citrate/sodium bicarbonate to cause dissolution of the aspirin. The aspirin is seen to be dissolved producing a clear solution which, being fairly well carbonated, is agreeable to the taste.

However, the amount of sodium citrate produced in the reaction and the residual sodium bicarbonate detracts somewhat from the advantages. Most important is that a high concentration of sodium ions mitigates against the use of the tablet for prolonged treatment in rheumatic and similar conditions, especially when a sodium controlled diet is also required.

With both types of product there is the possibility that atmospheric humidity or heat will produce a reaction in the effervescent couple causing spoilage of the tablet. Even more of a problem can be the degradation of the aspirin in the presence of even minute amounts of moisture because of its close proximity to the sodium bicarbonate.

With these points in mind it was obvious that other formulations would merit investigation. The object was to produce a tablet of smaller size with a low sodium ion content which dissolved rapidly. The protection of the effervescent couple and the aspirin, during storage, was also considered important.

In their search for such an improved formulation the Nicholas Research Institute adopted the principle that the active ingredients should be coated prior to their incorporation in the final tablet mix. It was also decided that the aspirin should be in as fine a state of division as possible

to ensure rapid dissolution. It was expected that under these conditions high blood salicylate levels would be obtained rapidly. The final result of these investigations, Claradin, satisfied the objectives and criteria laid down.

In coating aspirin several materials can be used which dissolve rapidly but at the same time offer an effective protection. Likewise several methods of application can be used. Of all the methods and materials it was found that spray drying with a sugar alcohol gave the best results. The aspirin was in a very fine state of division and the particles were discrete surrounded by a thin but hard pellicle of readily soluble material.

As sodium bicarbonate degrades under the influence of heat, it is more convenient to coat the citric acid. Of the several materials which can be used sodium citrate is the obvious choice. It provides a readily available source of a solubilising agent for the aspirin in the initial stages of dissolution of the tablet and does not absorb moisture.

Using this formulation, the aspirin dissolved readily being in a fine state of division and having sufficient effervescent couple to provoke disintegration of the tablet. But to ensure the greatest possible surface area commensurate with the volume and robustness of the tablet, a square biconvex tablet was designed.

After mixing, the coated aspirin, coated citric acid and sodium bicarbonate was tableted. In storage trials, as was predicted, excellent stability both physical and chemical was obtained. With the low amount of sodium citrate formed only a modicum of flavour was required to produce a pleasantly bland, slightly carbonated solution of aspirin.

Claradin tablets are packed in aluminium foil strip to give physical protection, to prevent ingress of atmospheric moisture and additionally to give a good child-resistant pack.

## Dissolution enhanced

A tablet with large amounts of effervescent couple will evolve a large quantity of carbon dioxide which causes rapid disintegration, but the particles of aspirin not being in a high concentration of sodium citrate are slow to dissolve. On the other hand when the aspirin in fine division is in close proximity to a ready source of sodium citrate the rate of dissolution of the aspirin in Claradin tablets is enhanced.

If the consumer chooses to use tepid water rather than cold, the dissolution rate is further improved. The solution when clear will contain sodium citrate, sodium acetylsalicylate and some resi-

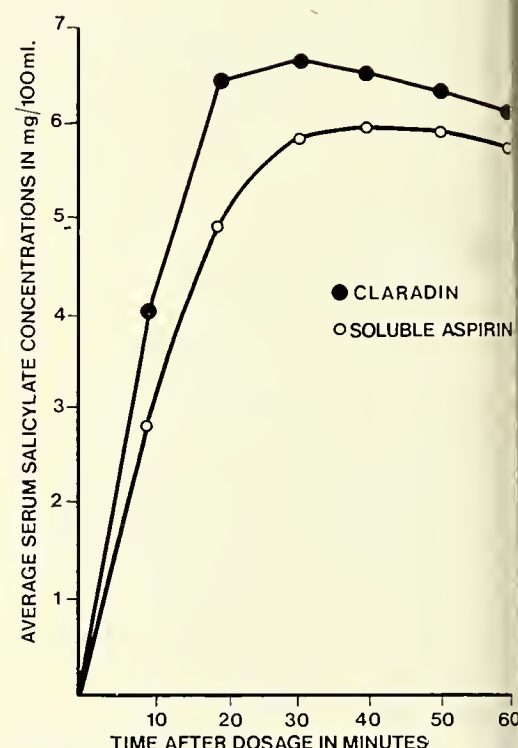


Figure 1: The average serum salicylate concentrations in 10 subjects each of whom received 0.9g aspirin as Claradin (●) and as soluble aspirin BP (○) dissolved in 150 ml water. The serum salicylate concentrations were determined by the method of Cummings, Martin & Renton (*Brit. J. Pharmacol.*, 1966, 26)

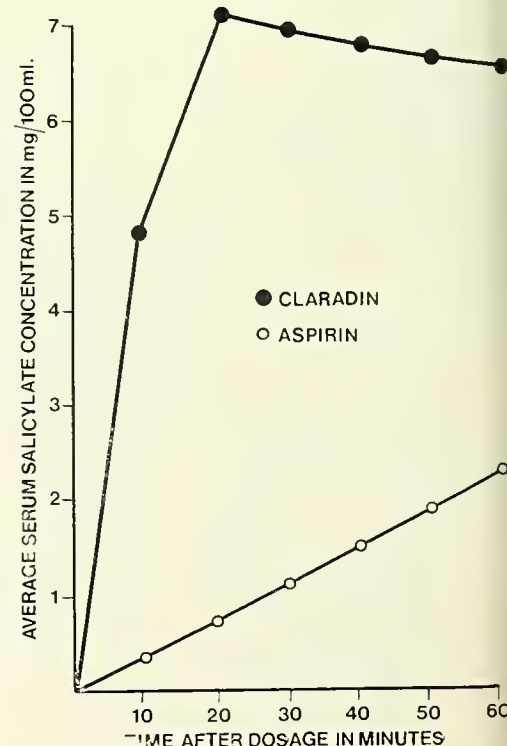


Figure 2: The average serum salicylate concentrations in 10 subjects each of whom received 0.9g aspirin as Claradin (●) and as aspirin tablets BP (○) dissolved or taken with 150 ml water

Continued opposite

# Comment

## Research success

Britain's pharmaceutical industry has cause to be pleased with itself this week, following publication of a report on research and development activity by its own "little Neddy" (p 469).

Especially pleasing is the finding that the home-based research scientists have a man-for-man output comparable with that of their counterparts in the United States—a point which surprised many research directors in view of the greater amount of expensive equipment backing the US man. On a monetary basis, the "efficiency" of UK R&D is put at two-and-a-half times that in the US, and the report finds evidence that cost effectiveness is lower also in Japan and Western Europe.

There are a number of surprising findings—as well as welcome confirmation of some widely held beliefs. For example, there is found to be a lengthening period of time elapsing between the introduction of a product and the achievement of its full market potential.

Up to 1961—and that date has obvious significance in relation to thalidomide—the potential was usually realised in only two or three years. But post-1961, there has been a tendency for sales to reach a peak (considering only general practice prescribing) some six or seven years after marketing.

The most apparent conclusion is that doctors are now more circumspect about prescribing new drugs in the early years, but the report also suggests that many of the compounds offer a whole new therapeutic concept—which in itself is difficult to get across to the practitioner.

Nevertheless, there is a reassuring confirmation that the new drugs considered to be most "worthwhile" therapeutically are also those most likely to achieve the greatest commercial success.

Scale of research has always been a bone of

contention—is the single-minded research team more likely to make a breakthrough than the "blanket" approach of the multi-national company? In general, no, says the report. "For total market performance, the products coming from the most prolific laboratories—and probably the largest—tended to score better than those with few innovations".

However small laboratories did sometimes produce therapeutically worthwhile compounds—but perhaps lacked the capability of the large corporation to extract their full market potential. Chemical novelty was found to be no guide to market potential!

The reduced rate of return now at its maximum in 6-7 years instead of half of that time as it was a few years ago, should be reflected in a number of ways.

The first is in the assessments under the voluntary price regulation scheme where account must be taken of the extended investment required. The Neddy finding also confirms that so far as medicines are concerned, the 16 year life of a patent is inadequate and supports the view that the period should be amended to 20 years.

## 'Adviser' in Wales

The appointment of a pharmaceutical adviser to the Welsh Office is long overdue. However, this is just one more sign that the best that Wales can hope for is a much-modified Noel Hall structure for hospital pharmacy without the very important ingredient of a Regional Pharmacist.

The questions to be asked now are what standing the new adviser will have with the Welsh Office, and what will be his relationship with the area pharmaceutical officers, who are to be the chief pharmacists of district general hospitals under the Welsh reorganisation plan.

## Aspirin

*Continued from opposite*

equal sodium bicarbonate. This solution is well buffered and the pH of currently available tablets is shown in the table below:

Tablet	pH
aspirin	2.8
soluble aspirin BP	4.3
Claradin	5.5
effervescent aspirin "A"	5.7
effervescent aspirin "B"	5.8
effervescent aspirin "C"	6.8

Tablets A, B and C are currently available on the market. Claradin has an acceptable, slightly acid, pleasant flavour with low citrate content.

As is shown in the second table of results obtained by the Nicholas Research Institute, the sodium ion content of tablets currently available on the market is high. The sodium ion content of each

Claradin tablet is 7.2 milliequivalents which is so low that in prolonged aspirin therapy the inhibiting factor is the quantity of aspirin ingested and not the sodium ion content. It follows therefore that from 12 to 24 tablets of 300 mg can be taken daily if necessary.

Product	mEq Na <sup>+</sup>
Soluble aspirin	Nil
Claradin	7.2
effervescent aspirin tablet "C"	12.95
effervescent paracetamol tablet	18.40
effervescent aspirin tablet "B"	18.43
effervescent aspirin tablet "A"	19.3

As stated above it was anticipated that the rate at which the serum salicylate levels would rise would be at a premium. Studies were conducted at the Nicholas Research Institute to compare the blood serum levels in volunteers after the inges-

tion of aspirin in the form of Claradin, soluble aspirin tablets BP and aspirin tablets BP. Ten male subjects took part in the study and the aspirin products were taken in water in a randomised manner at intervals of not less than two days.

Blood samples were taken at 10 minute intervals and the total serum salicylate concentration was determined by a modified method of Brodie *et al* (*J. Pharmacol. Exp. Ther.* 1944, 80, 144). The serum salicylate concentrations are plotted in figs 1 and 2. The results indicate that aspirin is rapidly absorbed from the Claradin tablet.

### Conclusion

A tablet, Claradin, has been formulated containing aspirin in an effervescent base which dissolves readily in water to give a clear, slightly carbonated solution, pleasantly bland in flavour with a low sodium ion concentration and which has a rapid rate of absorption of the aspirin.

# Professional News

Pharmaceutical Society of Great Britain

## Council debates whether technicians can replace hospital pharmacists

Concern over a suggestion that the demand for pharmacists in the hospital service would be reduced if there were adequate numbers of technicians, was expressed by Mr W. A. Beanland at last week's meeting of the Pharmaceutical Society's Council.

Discussing hospital manpower requirements, the Council heard that vacancies in the hospital pharmaceutical service, almost all in the pharmacist or senior pharmacist grades, numbered 180 out of a reported establishment of 1,591—an overall shortage of 11 per cent.

In replies to a questionnaire on staffing which had been returned by 14 out of the 15 regional pharmacists circualised it was also reported that two regions had a shortage of 20 per cent or over and five had a shortage of 5 per cent or less.

However, some of the respondents commented that their "establishments" were unrealistic, some dating back to the inception of the Health Service. The demand for pharmacists would be reduced if there were adequate numbers of technicians, it had been reported.

### Part-timers

Tentative estimates of staffing needs in 1980 (made by seven respondents only) ranged between 132 per cent and 189 per cent of present numbers of pharmacists. On the question of part time pharmacists no respondent considered that two part time pharmacists were more useful than one full time and only one thought that they were equally useful.

The Manpower Committee observed that at the present rate of influx into the hospital service the reported shortage would be met in about two and a half years.

Mr Beanland was disturbed by the forecast of a reduced demand for pharmacists. It seemed to be a continuation of a situation in which the pharmacist was being progressively replaced by the technician and the unqualified person. Mr Beanland suggested that the Council might well look again at the question of how many technicians a pharmacist could reasonably be asked to supervise.

Mr J. G. Roberts urged caution in the matter. It was not, he said, in the interest of a learned profession to continue to do work which could be done by people who were less highly trained but were properly supervised.

Mr C. C. Stevens, supporting Mr Roberts, said that that was the underlying principle of the Noel Hall working party's

report. The idea was that no longer should students be used as cheap labour and no longer should pharmacists, because they were easy to get, be used for menial jobs.

Mr A. Howells said that, no doubt, most of the Council would agree with Mr Beanland. The president, Mr J. P. Kerr, suggested that Mr Beanland should put down a question on supervision, and that there could then be a discussion on the subject at a future meeting.

The Department of Health had notified the Society that it had been considering the possibility of establishing an advanced course of training for pharmacy technicians. The Department had asked the City and Guilds of London Institute and the Society of Apothecaries, both of which organise examinations for pharmacy technicians at the basic level, for their views. The Department hoped to introduce acceptable advanced training as soon as possible and a pilot course might be able to start in the autumn.

The general practice subcommittee had discussed the question of registration of pharmacy technicians and had expressed the view that if further discussions on the subject were held with representatives of the Association of Pharmacy Technicians, they should be confined to the question of registration of pharmacy technicians in the hospital pharmaceutical service.

No objection would be made to the announcement of a pharmacy's extended hours of service as part of a normal entry in a telephone directory, other than a classified directory. An Ethical Committee recommendation to that effect was accepted by the Council, which agreed that an announcement of an extended service—an all night service or a late night service—was clearly in the public interest. As anyone consulting a telephone directory for a pharmacy would already know the name of the owner, or of the pharmacy, there was no objection to any extended hours being included in the entry.

### Objections to names

A partnership of pharmacists wished to use a trade name which included the same name as that of a health centre close to the pharmacy. After considering objections by local pharmacists, it was agreed that the pharmacists concerned should be informed that the trade name they had selected implied a special status and should not be used. In another case, a consortium of pharmacists wished to register a company name which included the words "health

centre pharmacy". That name had not been acceptable to the Registrar of companies and the Council felt that an alternative name proposed and which included the words "health centre dispensary" might imply some association with the doctor operating from the health centre and cause ill feeling among other pharmacists in the area.

Donations to the Benevolent fund were reported of £750 by Birmingham Pharmaceutical Association cricket section and of £200 by Manchester Pharmaceutical Association junior branch.

### Preregistration experience

Before seeking preregistration experience graduates should determine whether or not the establishment in which they were to be employed had been approved for that purpose. The Education Committee decided that a letter drawing attention to that point should be sent for display in schools of pharmacy.

After discussing the criteria for approving pharmacies for preregistration experience the Education committee agreed that the Society's inspectors should also be asked to give an opinion on whether a graduate could be expected in view of the nature of the business, to be occupied on professional work for the greater part of a period of training. The inspector should also be asked for his impression of the scope for good business training.

In due course, it was suggested, further consideration would need to be given to the type of experience that should be required during the preregistration period.

The conference of representatives of Pharmaceutical Committees in October, 1972, had suggested "short courses of instruction in the knowledge and skills needed for the supply of appliances described in the Drug Tariff".

The Practice Committee felt that such courses should be organised within the programme of courses to which the Department of Health gives financial support. The Organisation Committee recommended that arrangements should be made for a pilot course on the subject to be held in the Midlands or North of England.

### Contraceptives supply

The Department of Health and Social Security had made it clear that the Pharmaceutical Society would be consulted about the implications for pharmacists of the recent announcement by the Secretary of State relating to the provision of family planning services including the supply of contraceptives, within the NHS. Consultation would take place after discussions between the Department and the medical profession had been completed.

During further discussion of the question of dispensing in rural areas, it was indicated that the Council would welcome an opportunity of appointing representatives to attend a meeting on the subject with the Department of Health.

The Society had been invited to send representatives to a meeting with the Welsh Office on April 10 to discuss proposals for the organisation of pharmaceutical services in Wales before and after April 1, 1974. Similar invitations had been sent to the Guild of Hospital Pharmacists and the Central NHS (Chemist Contractors) Committee.

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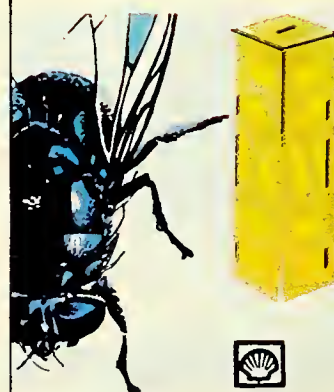
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# Fourteen Council candidates state their policies

Pharmacists registered in the Pharmaceutical Society of Great Britain will be receiving their ballot papers next week for the 1973 Council election. This year there are fourteen candidates for the normal seven vacancies. Short biographies and policy statements of each contestant are here prescribed for those voters unable to attend meetings to hear the candidates' views.

**John E. Balmford, Chalfeld, Staffs.** *Qualified 1933. Proprietor pharmacist, previously employee pharmacist with small multiple company. Member of Council 1963-1969 and since 1970. Member of convocation, University of Aston, and a member of its syllabus advisory committee on pharmacy of same university. Member of Staffordshire Pharmaceutical Society, and a former vice-president, Birmingham Pharmaceutical Association and former vice-chairman of Birmingham National Pharmaceutical Union branch. Member, North Birmingham hospital management committee and of two hospital complex committees. Member of regional hospital board nominee to the Pharmaceutical Society Whitley Council Committee.*

contend that the majority of problems facing our profession today are not specific to individual sections, but are general. If re-elected I will continue to serve the profession as a whole and strive to improve its status professionally and economically. Pharmacists appointed to general administrative positions in the new NHS must have detailed knowledge of both hospital and general practice pharmacy to ensure that both the profession and the public benefit from the new structure.

As a Regional Board nominee to the Whitley Council I will endeavour to ensure that financial rewards to hospital pharmacists are commensurate with their responsibilities as members of the hospital team.

It is important that the accelerating establishment of

health centres and group practices does not deny the patient convenient access to a comprehensive pharmaceutical service. Pressure must be brought to ensure that the Government accept legislation to provide a planned distribution of pharmacies.

It has been suggested that the United Kingdom entry into Europe will change the pattern of the practice of pharmacy in Britain. We must try to ensure that the interests of all pharmacists are fully taken into account before any policy decision is reached. I believe that the pharmacist manager must have complete professional freedom and must shoulder his responsibility. How that is to be achieved must be by harmonious agreement.

Although I have already served nine years on the Council, I am only in the middle of my pharmaceutical career, and I have, therefore, a real concern for the profession's future. I ask for your vote in order that I may apply the experience I have gained in the past to the future benefit of the profession.

**Mr J. P. Bannerman, Glasgow.** *Qualified 1958. Proprietor pharmacist. Member of Executive of the Scottish Department of the Society since 1965. Past president of Glasgow Pharmacy Club. Past chairman of the Glasgow and West of Scotland Branch of the Society and now branch press officer. Member of Council since 1967; Member of the Glasgow Executive Council; chairman of the local organising committee for British Pharmaceutical Conference 1971.*

My desire to remain as one of your members of Council

is tied totally to my wish to contribute to the work of creating a more satisfying career for all pharmacists. My concern is with the pharmacist and not with the organisation within pharmacy. I shall, therefore, continue to work for the expansion of our professional responsibilities in all facets of practice.

In industry, the British pharmacist must be accorded the same responsibilities as his European counterpart.

In hospital practice, the restructuring of the service must be accelerated. Encouragement and training must be given to those who will be the managers of the future. Suitable rewards must be provided for the specialists in the service.

In general practice, there must be protection from the leap-frogger. Control of the opening of pharmacies in health centre and group practice areas must be secured. EEC entry will affect general practice pharmacists. Any changes must, of necessity, be slow; great care must be taken to ensure that they are not costly, in either professional or financial terms.

Because my concern is for the individual pharmacist, and because I see dramatic changes for general practice, in respect of health centre development and in respect of shopping patterns, I believe that we are educating too many pharmacists for the future pharmaceutical needs of this country.

If re-elected, I shall continue to serve the interests of pharmacists generally; I shall not serve exclusively, the interest of any sector of the membership.

**Mr David J. Dalglish, B.Sc. (Pharmacy) Hous, Aberfeldy,**

*Scotland. Qualified 1971. Proprietor pharmacist in rural practice. Town councillor and convenor, Aberfeldy town council. President, British Pharmaceutical Students Association 1970-71 and treasurer 1969-70. Committee member of the Dundee & Eastern Branch of the Society.* One of the most significant statements made recently with regard to our profession was made by Sir Keith Joseph when he said, "That the main source of change must come from within the profession itself." It is this challenge which we as a profession must grasp firmly today. The necessity for a planned pharmaceutical service has never been more relevant than now, for we stand at a crossroads, on one hand Europe, on the other National Health Service reorganisation. Concerted action must be taken for the good of the profession and the people we serve.

The report of the Working Party on NHS Pharmaceutical Services was, I feel, a great opportunity lost. Lost due to basic misconceptions of what type of pharmaceutical services we should be providing in the 70's. The service and present methods of remuneration were perhaps relevant to fifty years ago, but certainly not to the present day. Professional services must be met by recognised professional remuneration, but lack of such remuneration should not prevent advancement of the profession, rather it should persuade us to fight for what we know is right.

In standing as a candidate, I do so firstly as a pharmacist and secondly as a general practice pharmacist, for I feel that our greatest need is for unity of the profession, for by working together for improved conditions in one sector of pharmacy, we will benefit the profession as a whole. If elected, I feel that I can offer you the energy of the young, coupled with the wisdom of an experienced negotiator and I pledge my unstinting efforts to further the profession as a whole and the interests of my fellow Pharmacists.

**Prof Norman J. Harper, PhD, MSc, BSc (Hons), ARIC, Newcastle-on-Tyne.** *Qualified 1965. Group director of research in industry. Professor and head, department of pharmacy, University of Aston in Birmingham, 1965-69. Member of the Society's Education Committee and examiner for the Society, Chairman Birmingham Regional Hospital Board, Pharmaceutical Services Committee. Recipient of Carl Wilhelm Scheele medal, presented by the Pharmaceutical Society of Sweden. Chairman, Society for Drug Research (1966-68) and now vice-chairman. Member, nomenclature committee, BPC, member, synthetic drug committee, BPC; member, research and development committee, ABPI.*

The Pharmaceutical profession has had to deal with difficult problems in recent times. To-day, once more, we are faced with problems which will call for wide experience and wisdom in the Society.

The entry of Britain into the EEC raises problems in every field of pharmacy, in general practice, hospital, industry and academic. To cope with these changes the Council needs not only unity, strength and freedom from the influence of sectional interests, but also the experience of colleagues who have had first-hand acquaintance with the areas threatened by change and experience of pharmacy in Europe.

I believe that my qualifications and experience spanning general and wholesale practice, teaching and research as head of a university department, service on regional hospital board committees, sub-committees of the Society and current appointment directing research of a leading pharmaceutical group in the UK and Europe are well-suited to representing the interests of our profession in the difficult period ahead, both in UK and Europe.

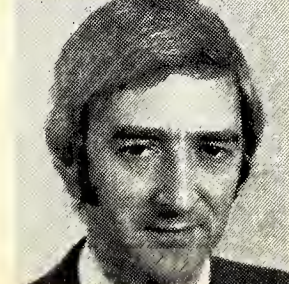
I believe we must accept that some changes in our professional way of life are inevitable, for example, the era now ahead will pose problems related to harmonisation within the EEC on training and qualifications. The position of the pharmacists in general practice must be upheld for they have a key role as the source of primary care medicines prescribed by the family doctor and are also the suppliers of much of the family remedies for self-medication.

Recent experience in dealing with the legislative and registration authorities in Europe convinces me of the

E. Balmford



J. P. Bannerman



D. J. Dalglish



N. J. Harper



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# Council candidates' policies

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testing time ahead and that a strong and informed approach is vital to the future practice of pharmacy in Britain. I hope that my experience would be of value in the counsels of the Society.

**Mr W. H. Howarth, Nottingham.** *Qualified 1942. Employed in general practice pharmacy administration. Member, Nottingham Executive Council and Secretary, Nottingham Pharmaceutical Committee. Member of the British Pharmaceutical Codex pharmacy subcommittee A and its dispensing panel. Lecturer to Sherwood Region refresher course for pharmacies on pharmacy law and National Health Service matters. A justice of the peace for the city of Nottingham.* As an employee of a company chemist I am perturbed that Council should, by reason of entry into EEC support a directive which will create a distinction between a pharmacist practising as an employed person and one who is self-employed. Such a distinction is to me unethical and if pursued to its utmost could affect the livelihood of many employees.

The draft EEC directive requiring personal ownership of medical products and equipment to protect the patient is quite unnecessary here and will add nothing to the present legal safeguards, and the other major change—restriction of inventory—is equally unnecessary.

In both large and very small companies compulsory restriction of inventory and the problem of personal ownership of stock and equipment would cause many pharmacies to close. Pharmaceutical services could be seriously curtailed with doctors gratefully accepting an unexpected dispensing bonus. Any new restrictions affecting establishment, inventory or employee/employer status must affect all pharmacists by limiting their opportunity to commence or transfer to general practice.

Companies are able to look after themselves but their employees must safeguard

their own interests or they could find themselves in a vulnerable position. Pharmacists employed in hospitals, and more recently in industry, are well represented by the Society both at home and in Europe but their colleagues employed in general practice don't appear to be so fortunate and they must be better represented on Council. I stand solidly for British general practice pharmacy and its proved service to the community. I maintain that all pharmacists, happy and proud to practise their profession as at present, should be allowed to continue to do so without any added restrictions. Council supports proposals which it admits may adversely affect pharmacists employed in general practice. If elected I will vigorously oppose any such proposals.

**Mr J. P. Kerr, FPS, Newcastle-upon-Tyne, Proprietor pharmacist. Qualified 1938. Elected to the Council for the first time in 1963 and elected president of the Society 1972. Has been a member of the Planned Distribution Committee, of the Audio Visual Aids Committee, and of the Joint Committee of the Society and the British Medical Association. A member of the Joint Formulary Committee and of the local Pharmaceutical Committee. A former secretary of Northumbrian Branch of the Society. I firmly believe in the unique role of the pharmacist in the community. I believe that pharmacists, because of their education and professional ethic, protect the public in regard to the medicines they—the public—consume. I believe that in any well ordered society this role would be better recognised and remunerated than it is today. I have been, and will continue to be, a forthright advocate of this case, a case which supports the pharmacist wherever he is employed. I will continue, too, to oppose those who would denigrate or depreciate our profession, whoever they may be, for whatever reason they do so. I can afford so to do because**

I have no personal ambition, other than to serve pharmacy to the best of my ability.

**Mr K. A. Lees, FPS, DBA, Greenford. Qualified 1944. Head of pharmaceutical research and development department, Glaxo Laboratories Ltd, and superintendent pharmacist of the company. Past branch chairman and past secretary, Slough Branch of the Society. Presented a symposium paper on "Fine particles in pharmaceutical practice" at the British Pharmaceutical Conference, September 1963. Co-opted to the Society's Council in August 1968, and re-elected in 1970. Member of the pharmacy board of the Council for National Academic Awards. Consultant pharmacist to the Ministry of Defence. Member of the Standing Pharmaceutical Advisory Committee of the Department of Health and Social Security. Member of pharmacy advisory committee, Brighton polytechnic. Immediate past chairman of the Science Group of the BP Conference.**

Council have rejected the single transferable vote (STV). Inevitably the decision is tainted by self preservation motivation. An annual meeting should decide or perhaps—a referendum. Who is to say what would constitute a failure for STV if introduced? Minority group representation could be a problem so introduction of STV should be coupled with an automatic review (not by Council) after four years.

We are threatened with a new school of pharmacy. Will existing heads of schools continue to co-operate to maintain the balance between supply and demand in the face of this threat? Frightening visions of a gross surplus of pharmacists, job competition and diminishing rewards for all loom large. We have quite enough schools and the flow of pharmacists seems about right at the present time.

Council supports EEC

policy on professionalism. Fair enough, but I have seen no cost-benefit analysis of the present versus the future. What is the cost of professionalism to the public, to pharmacy and to pharmacists themselves? How many pharmacies can true unadulterated professionalism sustain? Here we are back to planned distribution of pharmacies, proper rewards for knowledge and advice rather than purely technical manipulations. So let us seek professionalism but on a broad front and not in isolation. EEC harmonisation will be a very slow business anyway.

Do you believe in balanced representation on Council? Take a look at the composition of Council. Ask yourself whether the present proportions from all branches is about right. Do you think it is important to have Council members who actually practise pharmaceutical science to provide an innate understanding of biological availability, digoxin problems and monograph matters? I believe the answer to all these questions is "yes" and hope you will vote accordingly.

**Mr D. H. Maddock, MPharm, Cardiff. Qualified 1957. Proprietor pharmacist. Formerly employed in industry and as a medical representative. Commissioned in Royal Navy, during National Service. Member of Council, 1967-70. Member of NPU Executive. Director, NPU Holdings Ltd, Chemists Defence Association Ltd. Secretary General Pharmaceutical Committee of Wales. Member of council of Institute of Pharmacy Management. Member of pharmacy board of Council for National Academic Awards. Past social secretary of Romford Branch of the Society, past secretary of Bridgend NPU Branch. Past committee member of Mid-Glamorgan Branch of the Society and NPU. Member of Cardiff branches of the Committee. Part-time lec-**

turer to the Welsh school of pharmacy. Lecturer in pharmacy to Welsh nation school of medicine and orientation courses for medical administrators. Awarded degree of master of pharmacy for a thesis entitled "Studies on the distribution of health centres and their impact upon pharmacy and the community." The introduction of new Health Service legislation changing the existing tripartite structure to a unified system, must meet with united response by pharmacists. We must reorient ourselves so that sectional interests are submerged and support given to those members of our profession most competent to lead us into the new era. Only by such a philosophy will we be able to fight for the necessary parity with the other health care professions, in the newly formed bodies.

Such action will produce the pharmacists who will be best qualified to fight for the total implementation of the Noel Hall structure that will give to our hospital pharmaceutical service the just recognition it deserves. Only pharmacists of the highest calibre will be able to do battle on behalf of our professional colleagues who are suffering as a result of the increase in dispensing by doctors. We must not again allow our leaders to mark time in this arena—continuous militant activity is essential to eliminate this retrograde trend. The reorganisation of group medical practice and proliferation of town centre health centres will cause many pharmacies to close and lead to a substantial increase in dispensing by doctors on the periphery of our urban conurbations—placing the livelihoods of even more of us in jeopardy.

Last but not least, our negotiators in the Common Market must be made to realise that decisions affecting us all, must not be agreed as a consequence of private discussions, but only after full, frank and open debate within the profession.

W. H. Howarth



J. P. Kerr



K. A. Lees



D. H. Maddock



A. G. Madge



**A. G. Mervyn Madge, S. Plymouth.** Qualified 1933. In general practice. Secretary, Plymouth Branch of the Society and past chairman. Chairman, Plymouth Pharmaceutical Committee, past chairman of the Plymouth Regional College Technology pharmacy advisory committee. Secretary, pharmacy group, of Royal Society of Health, chairman and Fellow, Institute of Pharmacy Management. He is a member of Economic Research Council, Member of the Council, Plymouth Chamber of Commerce and past chairman of and a member of general purposes and special committees. Member of the Plymouth Disabled Advisory Committee. Vice-Chairman of the South-east regional council of the Society.

I was re-elected to Council three years ago, and I offer myself again, relying on my services to the profession to ensure your support. I am a pioneer in the fight for rural pharmacist. I am concerned at the lack of progress made and the increase in dispensing doctors. Complete rejection of Regulation 29 is essential. To my colleagues—remember me to Mr. Green. To my agricultural and veterinary colleagues recognition of unqualified sellers of veterinary medicines must be resisted. The balance is drastically tilted with entry into the European Community. Again offer my knowledge and experience on Common Market matters. The interest of the employee pharmacist is not to be denied—the only one not represented.

Obviously a prescription was rosant, today a communication between two professions. It is essential in patient's interest and inability to contact doctors that the professional judgement of the pharmacist is recognised, especially where often by medical ancillaries.

I must be adamant that the benefits of the financial career structure for the capital pharmacist is not by procrastination and pharmacy strongly represented in the new service. I am proud that during my chairmanship of the Industrial Pharmacy subcommittee formation of the highly successful group was achieved. The Society must be alert in watching the interests of our industrial colleagues.

Communication is needed between Council and members. More "open" reporting of Council meetings. Nothing can replace

personal contact made socially and at branch meetings. Experience has shown the value of such communication and the promotion of balanced opinions. Fortified by the support and appreciation from all sections of our profession, I am willing to play my part in dealing with the vast, legal, economic, social, and political pressures facing pharmacy today to the advancement and recognition of our profession.

**Mr J. A. Myers, BPharm, FPS, LLB, DPA, ACIS, FInst Pkg, Edinburgh, Qualified in 1937.** Regional pharmacist to South-eastern Regional Hospital Board, Scotland. Chief pharmacist, Royal Infirmary of Edinburgh and Associated Hospitals (1958-72). Member, Standing Pharmaceutical Advisory Committee, Scottish Health Services Council. Member, Scottish Hospital Pharmacists' Consultative Committee. A Scottish representative on the English and Welsh Hospital Pharmacists' Consultative Committee. A member of the Society's Council since 1964 and of the Executive of the Scottish Department of the Society. Member of the British Pharmaceutical Codex surgical dressings subcommittee. Member, Regional Pharmaceutical Advisory Committee, South-eastern Regional Hospital Board, Scotland. Representative of hospital pharmacists on Edinburgh Pharmaceutical Committee.

On January 1, 1955 there were 15,313 pharmacies in Great Britain. By December 1972 the number had fallen to 11,929 (a staggering loss of 22 per cent). Economic reasons accounted for 294 closures in 1972. In this period millions of pounds worth of analgesics, anti-acids, etc. were sold through supermarkets, etc. The Department of Health realises that numerous expensive hospital beds could be made available to other patients if the drug induced diseases were reduced. The Medicines Act, 1968 and Misuse of Drugs Act, 1971 are designed to help in reducing such illnesses. The Department must use these powers to make the General Sales List short. The two Acts make pharmacists the lawfully constituted agents for the purchase, correct storage and distribution of "prescription-only medicines" and a large range of "non-prescription medication". I will use my legal knowledge to achieve "Medicines from pharmacies only".

A planned, well-paid, integrated

pharmaceutical service is essential. The neglected rural pharmacists must have more opportunities to deal in veterinary medicines and to dispense. Pharmacy students require training in anatomy, pathology and clinical medicine. Students need tuition from clinicians in the wards. We must create far more post-graduate hospital posts where young pharmacists can work as hospital interns and so really learn the action and uses of medicines on patients. The pharmacist will depend less "on what he does" and more on "what he knows".

We must fill many more industrial posts by encouraging and training pharmacists to become expert medicinal chemists, medicine formulators, clinical pharmacologists, administrators, linguists, lawyers, managers etc. The pharmaceutical industry will become a non-pharmacist industry, if we do not take strong action. I will work for better salaries and job satisfaction in hospital and general practice pharmacy and direct entry commissions for pharmacists in the armed forces.

**Mr C. H. Preston Robinson, FPS, DBA, Mansfield, Notts.** Qualified 1932. Group pharmaceutical officer to the Mansfield and Berry Hill Hospital management committee. Former admiralty pharmacist and several years in general practice pharmacy with both private and company chemists. Member, National Insurance and National Insurance (Industrial Injuries) Acts local appeals tribunal, Mansfield area, 1954 to 1960; Member, National Assistance Act 1948, appeal tribunal, Mansfield and Worksop area, 1953-59; member of committee, Mansfield Branch of the Society since 1946, its branch secretary for 18 years; former chairman, present treasurer. Member, Pharmaceutical committee since 1959; member of pharmaceutical services subcommittee. Member Guild of Hospital Pharmacists Council 1950-1 and since 1954; senior trustee, former vice-president, former treasurer, former registrar. Former chairman and former secretary, East Midlands Branch of the Guild.

Member of Committee C Pharmaceutical Functional Whitley Council since 1955 (except for break of four months); Member General Whitley Council for the Health Services (Great Britain) since 1959, and also of its general purposes committee; Member Joint

Superannuation Consultative Committee for the Health Service since its formation; Member of Professional Staffs Appeal Panel Northern Ireland Health Authority; member, Institute of Health Service Administrators since 1939, elected fellow, 1972. The Department of Health and Social Security in its proposals for "Management Arrangements in the Re-organised Health Service" states that the improvement in health care will depend primarily "on the people in the health care professions who prevent, diagnose and treat disease" and that "management plays only a subsidiary part". This reference to the part played by management is, either by accident or design, the understatement of the present age. One fundamental truth that I have learnt during over forty years' experience in a health care profession is that without direct representation in the places where managerial decisions are made a profession can make little or no progress. Last year I wrote that "in any re-organisation of the Health Service pharmaceutical advice must be available at first-hand at all levels of administration". The presence of a pharmacist on all important decision-making committees is an essential corollary to the existence of strong professional advisory committees. This is the philosophy which has coloured the whole of my professional career as may be seen by reference to my biographical details which are, of necessity, much condensed.

The problems mentioned in my last policy statement are still with us, and I am not unaware of their existence. To reiterate, the main ones are the draft directives of the EEC, the extent of the General Sales List, the effect of the Industrial Relations Act on employer-employee relationship within the profession, the dispensing doctor, the "leap-frogging" towards health centres and group practices. However, the profession must get its priorities right. The main priority is to ensure that the special skills of the pharmacist are used to the best advantage in the re-organised Health Service. In order to achieve this aim the next twelve months will be crucial.

**Mr F. J. Reynolds, Birmingham.** Qualified 1933. Proprietor pharmacist 1946-69, now semi-retired. Employed by the Society as a proof reader in the production of the BP Codex 1934. Hospital pharmacist at Chat-

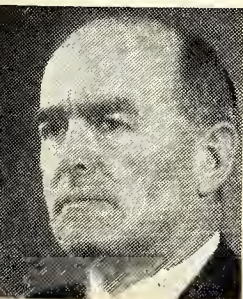
ham R.N. Hospital, then at R.N. Hospital, Malta, G.C. 1940-45. During this period active work with City Councils on behalf of shopkeepers in re-development areas as Chairman of Ladywood Private Traders' Association. President, Birmingham Pharmaceutical Association 1962-63; chairman, local branch, NPU 1966-67; treasurer, British Pharmaceutical Conference 1968; chairman, Birmingham Branch of Society, 1969-70 and current press officer; member local pharmaceutical committee 1957-67; director, Associated Chemists, B'ham 1956-70.

Pharmacists must present a united front and great care must be exercised that one sectional interest is not played off against another. There is considerable humbug inside the profession and the fundamental freedoms of individuals are being eroded. Members of Council should serve the profession and not be administrators bending to political whims. I am amazed at the lack of protest in regard to the anomalies in the proposed VAT on medicines and counter prescribing. Poisons regulations cause many irritations to pharmacists which many unlisted suppliers to industry escape. Unless careful attention is paid to detail, the Medicine Act could be a farce so far as pharmacy is concerned. No progress in the recognition of our qualifications in the Armed Services has been obtained, in spite of several opportunities. This must be reviewed and all the latter points considered. The Common Market presents many problems. The British pharmacist must be safeguarded. I have had experience in retail, both multiple and private, and hospital. I am a forceful character who has been asked to stand for election by my local branch and several pharmacists, private and multiple, from a wide area. I would devote my energy to remuneration, recognition and preservation of the freedom of the individual. I would endeavour to protect pharmacists in all that assails them both from within and outside the profession.

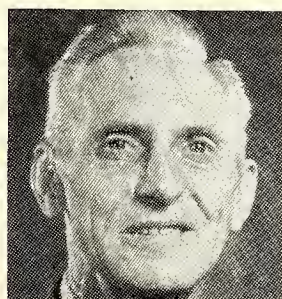
**Mr D. N. Sharpe, London.** Qualified 1957. Proprietor pharmacist Member of Society's Council 1967-70. Chairman, Organising Committee, British Pharmaceutical Conference 1973. Member, NPU Executive Committee 1968 to present and director NPU Marketing. Member of Central NHS Contractors Committee. Past chairman and member, Lon-

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A. Myers



C. H. P. Robinson



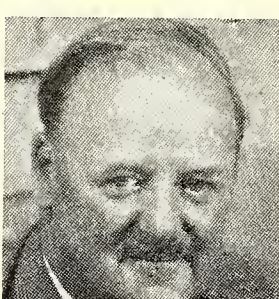
F. J. Reynolds



D. N. Sharpe



D. E. Sparshott



## Candidates' policies

Continued from p491

*don Pharmaceutical Committee; Member, Middlesex Pharmaceutical Committee; past chairman and secretary, Hendon and Edgware Branch of the Society.*

Who will be the architects for the pharmacy of the future? I believe they must be pharmacists not civil servants. As a member country of the EEC the British Government have difficult political decisions to make. We must ensure that these decisions reflect and protect the views and livelihoods of all British pharmacists. To this end, improved communications are vital so that we are all kept informed of developments and not told too little too late.

The reorganisation of the Health Service offers us an opportunity to play our role as full members of the health team. We alone are in the unique position of broad daily contact with the public. We must ensure that the restructured service is designed in the best interest of the patient as well as the professions.

The Medicines Commission in determining the distribution pattern of medicines should examine not only the properties of the individual substances but also strive to engender in the public a responsible attitude to the taking of medicines. The responsibility for the supply

of the nation's medicaments is quite clearly, by training and experience, that of the pharmacist.

I am concerned that the Department's intentions in the implementations of Noel Hall might not provide an efficient service in our hospitals. We must support hospital pharmacy in its current struggle. Doctor dispensing continues to pose a real threat to pharmacy—the medical profession have successfully delayed any action. Pharmacists must take the initiative and press the Minister to intervene in this matter. All sections of pharmacy have their own particular spheres of activity but the desire to enhance the profession of pharmacy is common to all. To that end we must work together to provide the best possible service to the public as well as professional satisfaction and a just economic reward for the pharmacist.

**Mr D. E. Sparshott, MA,** Nottingham. Qualified 1929. Formerly chief pharmacy superintendent of Boots Co Ltd. Now an occasional locum pharmacist in general practice. Member of Council since 1964; Vice-president, 1969-70. Member of West Bridgford urban district council. Member of Nottingham No 4 hospital management committee until its

amalgamation. Member of the Society's Statutory Committee since 1969. Former member of Central NHS (Chemist Contractors) Committee and of the Poisons Board. Former vice-chairman of Joint Pricing Committee. Former Chairman of Nottingham Branch of the Society.

In general I agree with the policy of the Council of the Society, especially in its desire to improve educational standards, and the move towards professionalism when this can be achieved without loss of viability. Something must be done to protect the interests of the rural pharmacy and to curb poaching by dispensing doctors.

The greatest possible career possibilities must be available for hospital pharmacists and industrial pharmacists must not be regarded as second class material for promotion in industry.

I am concerned that the Society's Council have agreed EEC directive V with the foreign groupement. This is an unreasonable restriction which does not apply to co-operative societies and should not apply to companies either big or small. I want to see that the opinions of employees and small companies are heard at Brussels on this matter.

Finally I wish to see a dignified and efficient headquarters establishment at Lambeth. I think that I have had the experience to be able to contribute to Council discussions. I certainly have the time to give to it.

## Auditors election

There are six candidates for the election of five auditors. The candidates are:

**Mr A. H. Briggs, FPS, DBA,** Horsham, Sussex. Qualified 1950. Auditor of the Society since 1966. Technical manager, Ciba Laboratories. Past secretary, Tunbridge Wells Branch of the Society.

**Mr E. A. Brocklehurst, FPS, JP,** Hull, Yorks. Qualified 1927. Proprietor pharmacist. Member of Council 1944-1971; vice-president 1953; president 1954. Member of the Statutory Committee from 1969. Charter Gold medallist 1971. Member of National Pharmaceutical Union Executive and Central NHS (Chemist Contractors) Committee 1958-1968. Chairman NPU Executive 1945-1946 and 1966-1967.

**Mr J. C. Hanbury, CBE, MA, BPharm, FPS, FRIC,** Ware, Herts. Qualified 1934. Auditor of the Society since 1948; chairman, Allen & Hanburys Ltd; past-chairman, British Pharmaceutical Conference; past-president, Association of the British Pharmaceutical Industry and of the Association of British Chemical Manufacturers; chairman, Harlow group hospital management com-

mittee; chairman, Central Health Services Caux member, Standing Pharmaceutical Advisory Committee, British Pharmacopoeia Commission, and council the school of pharmacy University of London.

**Sir Harry Jephcott, Bt, M DSc, FPS, FRIC,** Eastcote Middlesex. Qualified 1919. Auditor of the Society since 1946; former chairman, now honorary president, GLC Group; past chairman council, school of pharmacy University of London, 1946-1969; past president, Royal Institute of Chemistry.

**Mr L. G. Matthews, MSc, FPS, London.** Qualified 1919. Auditor of the Society since 1959; former director, Wellcome Foundation Ltd; past president, British Society for the History of Pharmacy; past-president, North London Pharmaceutical Association; past chairman, British Section of French Pharmaceutical Commission.

**Mr A. G. Shaw, FPS, FCI,** St Albans, Herts. Qualified 1939. Secretary, Association of the British Pharmaceutical Industry; president, Guild of Public Pharmacists 1952-53; chairman, Thames Valley branch of the Society 1956-58.

## 'Milk powder scoops give inaccurate measure'

If dried milk powders for babies were marketed in individual, accurately weighed packets, hazards of overfeeding would largely be eliminated.

That was the conclusion reached by investigators at the General Hospital, Newcastle upon Tyne, in last week's *British Medical Journal*. Tests with five commercial brands of dried milk revealed that when nurses, midwives and mothers made up feeds using the scoops provided by the manufacturers, the amount of powder given was usually excessive.

The authors claim that overfeeding of infants with cow's milk can be dangerous if it causes hypernatraemia, and undesirable if it results in obesity. They recommend that if scoops must be used they should be of a standardised, optimal shape and size and clear, illustrated instructions for filling and levelling should be given on all packets. Mothers-to-be should be shown how to prepare milk feeds before the birth of their babies and again when they leave hospital.

In a further report from the Department of Paediatrics, University College Hospital Medical School, London WC1, ten milk powders and three evaporated milks were analysed for protein, sodium, potassium, calcium and phosphorus content.

The authors state that variations in the mineral contents may be a result of seasonal or other changes in the composition of raw milk or a result of mineral

addition during processing. The addition of neutralising when in the manufacture of Trufood Formula 4 increased the sodium concentration to twice that of undiluted cow's milk.

The authors recommend that details of the mineral content of these products should be stated in mg per 100g and mEq per kg on the container. Milk powders that reconstitute to a similar composition to cow's milk present large osmotic loads to the kidneys and may endanger water balance. This danger can be reduced by a greater dilution with water, and by making feeds half strength during minor illness when there is anorexia.

## Good turn-out for UCA Executive meeting

Representatives from seven Ulster Chemists' Association Branches attending the Executive Committee meeting on April 3 were welcomed by the president, Mr J. McMillan, who said that he was delighted to see so many branches represented in view of the unsettled state of the Province.

Each representative reported on branch activities and it was agreed that although meetings had not been as frequent as in previous years they had been well attended and co-operation between members was well maintained. Social events had been well supported. The secretary, Mr C. S. Ritchie, read reports from two branches whose representatives had been unable to attend.

A resolution from the Mid-Ulster Branch

—"That in view of the importance of the safe delivery of invoices for VAT returns wholesalers should be asked to post them in future"—was discussed. Members felt that posting would not guarantee an improvement in the delivery of invoice and therefore the increased cost to the wholesalers would not be justified.

It was reported that the Ballymena health centre there was due to become operative on March 1, 1974, and Lurgan representative said that a centre was being planned for the area but that at the moment the chemists did not intend participating.

The treasurer, Mr M. C. Mooney, reported on the financial situation of the Association and recommended that the member's subscription remain unchanged for the coming year. This was agreed.

## Women on pill more likely to take risks

Women using oral contraceptives are more likely to smoke cigarettes than non-users according to Dr Clifford Kay, who is conducting the Royal College of General Practitioners' study in Manchester of about 23,000 married oral contraceptive users. At the Congress in Family Medicine, Westminster Hall, London last week, he suggested that women who take the pill are more likely to disregard the health risks of smoking and the smaller health risks of the pill.

The study began in 1968, with 1,500 doctors throughout the UK participating and will continue until at least 1976.

# Statutory Committee warns on self-service medicines containing poisons

the sale of medicines containing poisons from self-service counters in pharmacies was strongly criticised by the statutory committee of the Pharmaceutical Society on Tuesday.

The Committee reprimanded Sheron Chemists (Plaistow) Ltd, Terrace Road, and Superintendent, Mr Manubhai Fulabhaj Patel, Grange Road, Ilford, who were convicted at Stratford in September 1972, for selling codeine and Marzine tablets without the supervision of a registered pharmacist.

Cautioning both against any repetition of the offence the chairman, Sir Gordon Willmer, said the committee thought the exhibition of medicines containing poison on self-service counters, although not forbidden was "a most undesirable practice."

"It came to me as a complete surprise, as a layman, to find that this is permissible at all. It may be that the subject is one that the Council of the Society may like to consider for future reference," he said.

"But", he added, "let it be generally known to the profession that the Committee regards it as a highly unsatisfactory practice."

Mr P. St John Howe, the Society's solicitor, said the conviction followed test purchases made at the shop. The tablets were sold by a young assistant while Mr Patel was absent from the shop.

A Society inspector, Mr W. Rhodes, told the Committee he had earlier advised Mr Patel to remove medicines containing poisons from the self-selection counters. Mr Patel had now removed them to the doorway of the dispensary and this was the best arrangement that could be made within the premises.

Mr Patel said the offence occurred while he was at the bank. He rarely left the shop and always had his lunch on the premises. He had dismissed the 16-years-old girl assistant, who had been with him only about three weeks on trial, because he had instructed her and all his staff not to sell medicines containing poisons or to dispense any prescriptions in his absence.

He said the self-selection system was in operation when he went to the shop in 1970. Medicines containing poison were always near to the dispensary where he could see them, but they were now kept on separate shelves in the entrance to the dispensary.

During the hearing of a case against Mr Michael Blackmore, superintendent pharmacist, and Body's Pharmacy Ltd, Leigh Road, Leigh-on-Sea, the inspector, Mr Rhodes, said Southend teenagers were taking Phensedyl cough linctus for "kicks". Its misuse was prevalent, he added.

The company had been fined £60 by magistrates for selling Phensedyl without

the supervision of a pharmacist; and unlawfully supplying 28 Septin tablets without the presence of a pharmacist.

Mr Rhodes said that on July 4, 1972 he visited the pharmacy, which was a busy dispensing and optical practice. A patient came in with a prescription and handed it to a female assistant, who dispensed it without referring to Mr Blackmore. Mr Rhodes said he bought some Phensedyl from an open display in front of the dispensary. He asked to see the pharmacist and had to wait 25 minutes before Mr Blackmore emerged from the sight-testing room.

He identified himself and discussed with Mr Blackmore the misuse of Phensedyl. "I asked him if he had sold very much and he replied he was not aware of it."

Mr Blackmore later produced the pres-

cription for 28 Septin tablets. Mr Rhodes said Mr Blackmore told him that the shop closed between 1pm and 2pm. When it reopened, he went into the optical department and came out at 2.55pm. Mr Rhodes asked the assistant whether she had any instructions about the sale of substances containing poison and she did not appear to understand what he was talking about. The pharmacy had been taken over by another company but Mr Blackmore still carried on the optical side of the business.

Mr Blackmore told the Committee that while he was sight testing he used to come out at intervals to see what was being dispensed. Asked whether anything was dispensed without his seeing it he replied: "Yes, I am afraid it did." He admitted it was not an isolated case when Mr Rhodes called. "There had been previous occasions when things went out without my seeing them."

Sir Gordon Willmer said Mr Blackmore had given evidence with honesty and candour. The Committee was satisfied that since the unfortunate incident described by Mr Rhodes proper arrangements had been made to see that the Pharmacy Act and other Acts involving the sale of poisons had been properly carried out. Both the company and Mr Blackmore should be reprimanded and cautioned about any repetition.

## Letters

### VAT and oral contraceptives

Because of the excellent job you have done in producing your new Price List, it is difficult to strike a note of criticism. Nevertheless, I feel that you may have caused considerable confusion by the inclusion in Supplement no 3 of a list of VAT-inclusive prices for oral contraceptives.

The circumstances in which oral contraceptives will be sold at a price that includes VAT are so rare as to be virtually non-existent. The only one that comes to mind is the supply on a signed order to a doctor for use in his practice. On all other occasions a medical prescription will be issued, and the supply thus zero-rated.

May I suggest that a note of explanation be included in your next issue in order to clear up this confusion?

**W. A. Beanland**  
Rossendale, Lancs

Yes, delighted to do so. The final column in the Price List is headed "Retail price, including VAT" and therefore all manufacturers were asked to supply inclusive prices for that column. Some, however, submitted prices that were unchanged from those under the purchase tax system and these were accepted as if they had complied with our request.

When discrepancies between manufacturers who had complied and those who

did not, were pointed out on publication, we issued amendment list 3 quoting prices for the oral contraceptives calculated on the same basis as the other products in the List, complying with the heading of the column and differentiating between "dispensing" and "retailing".

Furthermore, oral contraceptives are but a small group of the preparations controlled by Schedule 4 of the Poisons Rules that could be sold over the counter against signed orders.

We felt that consistency of approach to pricing would lead to a minimum of confusion and errors, and the "VAT-exclusive" price can be calculated simply by removing one-eleventh of the inclusive figure. This calculation is provided in table form by the ready-reckoner included in last week's *C&D*. Editor.

### Coupons

My staff have just been instructed not to accept money-off coupons, for the simple reason that doing so would confuse the VAT situation which is difficult enough already.

I hope NPU takes a stiff line with manufacturers and indicates that any money given away must be by the manufacturer direct, such as the 10p-off Kotex scheme.

**A. G. Murdoch**  
Mintlaw, Aberdeenshire

### February sales

The retail sales indices for chemists in February were: all chemists 143 (+ 19 per cent) and independents 125 (+15 per cent). Figures for multiples and co-operatives were not available. The figures do not include NHS receipts.

# Country Counter

by a rural area pharmacist

## Holidaymakers' problems

Recent statements from the Pharmaceutical Society on forged prescriptions lead to some considerable difficulties for many pharmacists. I am not in any way suggesting that we should relax our vigilance over forgeries, but we must understand the very real problems general practice pharmacists have to face.

In the early part of the year a Council notice stated that "in some instances prescriptions of this kind have been accepted by pharmacists even though the address of the alleged prescriber and patient were not in the same district as the pharmacy." This presumably referred to barbiturates.

Now my business is a county one in a holiday area and in the summer months half my prescriptions come from outside my area. Many of these are for barbiturates—to suggest that we ring round the county for every one is clearly impractical and the alternative suggestion that we refer them to a local doctor is not really on—firstly because it would overload him, secondly because he might not readily be available, and thirdly for the very mercenary reason that he is a dispensing doctor and would dispense for the patient himself (it's bad enough to have to contend with dispensing doctors at all, without referring those scripts you do get to them.)

### Crumbs from the table

C&D readers know that dispensing doctors dispense for patients living more than a mile from the pharmacy. But they may not realise that in the case of temporary residents, they can dispense for those living next door to the pharmacy. We have, half a mile from us, a very large caravan park which takes hundreds of residents a week, but from which we never see a prescription—well hardly ever! There is the occasional "hard to get" item which the doctor doesn't dispense and condescends to let us have. Surely if we have to have this wretched mile limit, it should apply to temporary as well as permanent residents, otherwise I can see the definition of the word temporary being "used" by dispensing committees, to extend doctor dispensing during the summer.

One of our most common problems arises on Saturday afternoons when the new holidaymakers arrive. The first thing they discover is that they have forgotten the "pill". Worse still they have left their prescription at home. The scenes in the shop really are something to behold—ranging from threats to bribery and the sobbing "You will ruin our holiday if you don't let us have it." We explain the law, we tell them to contact a local doctor (not very easy on a Saturday afternoon to put it mildly). We offer them alternative methods of contraception—often not satisfactory really. Other than a printed

warning on every box of the pill stating "Please do not forget to take this packet on holiday with you", I can see no answer to the problem, until a really safe over-the-counter pill arrives.

Wholesalers in our district serve us very well and without their twice a day delivery in this rural area we could never meet the tremendous variety of drugs which we require to fill the prescriptions of holidaymakers, nor hope to meet the orders from

the local specialists for products which our doctors rarely use. Most county pharmacies fall into the smallest group of accounts as far as dispensing is concerned and without this excellent service from the wholesalers would be forced to carry a quite uneconomically high stock and still be unable to meet many scripts.

One complaint though, is that Saturday days—when the aforementioned holidaymakers arrive, we can only get a delivery if we order by 9.30 am. This means that if we are out of an item on a form presented after say 10 am we cannot dispense it until the following Monday afternoon—which is not good enough in many cases. Some wholesalers offer to send the item on a local bus, but this is very hit and miss and as often as not the conductor forgets to collect the parcel.

I know there is a constant plea for a shorter working week, but in many areas Saturday is the busiest day and we do need a wholesale service.

## Valuation of goodwill

by John Lymester

The most difficult asset for any trader to value is goodwill, but it is normally only necessary to value goodwill if a business is being bought or sold, or on the death of an owner, partner or shareholder, and then it is often not specifically mentioned as such, but included as part of the general purchase price.

Goodwill is, of course, the excess of the purchase price over the difference between the assets and liabilities which are taken over. When a business is being purchased it is essential to verify that the price paid for the goodwill is not excessive.

Goodwill depends on a number of factors, including the period for which the business has been established, the locality in which it is established, the trend of the profits, the trend of the turnover and whether the owner is retiring or leaving the district. Actually, goodwill is the good name of the business and the fact that customers will come again.

Many methods are suggested for the valuation of goodwill, including a number of years purchase of the profits or a number of years purchase of the turnover, but in my opinion, none of these methods should be adopted, but the goodwill should be valued on the basis of "super profits". These are the profits remaining after charging a reasonable salary for the owner, the partners or the directors of the business, and after deducting interest on capital and allowing for any special circumstances.

The number of years purchase taken in the case of valuation on the basis of super profits depends on the circumstances of the business, but if the circumstances are all favourable it is ten. Thus the super profits are calculated and ten times this value is the goodwill.

The example in col 3 shows how a business partnership might be valued upon the sale to a limited company.

The amount of goodwill is divided between the partners in the ratio in which they share profits.

In the case of a sole trader, if he is assisted by his wife or any other member of the family, a deduction is made in respect of the salary which would normally have to be paid for the services rendered and an adjustment also made for any private living expenses which have been charged in the business accounts.

In the case of a limited company, directors' salaries, fees, etc., are added back and the amount charged is that which they would normally earn if employed by a concern in which they have no interest. Of course, in the case of a limited company it is usual to take over the shares of the limited company and the goodwill figure in such circumstances is added to the assets shown in the balance sheet to increase the net assets of the company and the shares valued according to the resultant figure.

It will be appreciated that in the case of the normal small business being bought or sold, that the price paid for the goodwill depends considerably on the desire of the buyer to buy and the seller to sell, and is a matter of bargaining.

Net profits for the year to	
October 31. 1968	£3,060
Net profits for the year to	
October 31. 1969	£4,127
Net profits for the year to	
October 31, 1970	£4,053
Net profits for the year to	
October 31. 1971	£4,172
Net profits for the year to	
October 31. 1972	£4,538
Total	£19,950
Average net profits	£3,990
Less salaries to partner A	£1,800
and B	£1,040
	£2,840
	£1,150
Less interest on capital,	
8 per cent on £8,000	£640
Average super profits	£510
Goodwill equals £510 x 10,	
that is . . .	£5,100

# Market News

## VITAMINS UP

London, April 11. Sharp rises in the prices of several imported vitamins have resulted from the hardening of the Swiss franc against sterling. These include vitamins B<sub>1</sub>, B<sub>6</sub>, E, calcium pantothenate and nicotinic acid. Against this trend, nicotinamide was reduced.

Cream of tartar was advanced following cost increases imposed by European manufacturers and the suppliers are doubtful about holding the new price in view of the currency situation.

Among crude drugs, Cape aloes became available spot. Firmer were belladonna root, hydrastis, tonquin beans, benjoin and lemon peel. In essential oils, bois de rose was again quoted; Bourbon geranium was dearer but citronella, anise and petitgrain were reduced.

## Pharmaceutical chemicals:

**Acetomenaphthone:** 100-kg lots £5.64½ kg.  
**Ascorbic acid:** £2.45 kg; 5-kg £2.51; sodium ascorbate, plus £0.23; coated, plus £0.10 kg.  
**Calcium carbonate:** BP precipitated £49 per metric ton.  
**Calcium gluconate:** 250-kg lots £0.63 kg.  
**Calcium lactate:** 250-kg £412 per metric ton.  
**Calcium pantothenate:** £3.60 kg; 5-kg £3.57 kg.  
**Calcium sodium lactate:** £0.709 kg in 50-kg lots.  
**Nicotinamide:** (Per kg) 1-kg £2.30; 5-kg £2.27.  
**Nicotinic acid:** (Per kg) 1-kg £2.37; 50-kg £2.34.  
**Panthenol:** £9-kg; 5-kg £8.50 kg.  
**Pyrimidine hydrochloride:** £7.09 kg; 5-kg £6.84 kg.  
**Vitamin A:** Oily 1 mu iu per g £5.30 kg; 5-kg £5.20 kg; dried acetate 325,000 iu per g £3.48 kg; 50,000 iu £4.55.  
**Vitamin D:** Powder for tableting 850,000 iu per g, £7.88 kg; 5-kg £17.78 kg.  
**Vitamin E:** (per kg) £6.94; 5-kg lots £6.91.

## Crude drugs

**Coniite:** Spot £1,125 metric ton; £1,000, cif.  
**Gar:** (lb) Nominally £3.50 kg.  
**Aloes:** (metric ton) Cape, £410 spot; £380 cif nominal. Curacao £700 spot; £635, cif.  
**Salsams (kg) Canada:** £4.50 spot nominal; shipment £4.35, cif. **Cobaiba:** BPC £1.20 Para, £0.90.  
**eru:** £2.00, £1.95, cif. **Tolu:** BP £1.70, spot.  
**elladonna:** (metric ton) leaves £320 spot; £315 cif. Herb £250; £225, cif. Root, £410 spot; £390 cif nominal.  
**enzoin:** BPC £46.50 to £53 cwt spot; £46.52, cif.  
**uchu:** Spot, old crop £2.25 kg; new crop £2.20, cif.  
**hydrastis:** Spot £3.30 lb; £3.15 cif.  
**emon peel:** Shipment £460 metric ton, cif. £470 spot, nominal.  
**ycopodium:** Indian £4.75 kg; Canadian £5.10 kg.  
**lace:** Grenada No. 1 £1,960 long ton.  
**enthol:** (kg) Chinese spot £6.50; shipment £6.30, cif. Brazilian spot £3.75; £3.55, cif.

**Nux vomica:** Shipment £100 metric ton, cif.  
**Pepper:** (ton) Sarawak black March-April £417.50, cif; white £590, cif.  
**Pimento:** Jamaican £830 long ton, cif, nominal.  
**Podophyllum:** Emodi £325 metric ton, cif; £345 spot.  
**Quillala:** £900 metric ton nominal.  
**Rhubarb:** From £0.30 to £1.50 lb.  
**Saffron:** Mancha superior £84 kg.  
**Sarsaparilla:** Spot £1.40 kg; £1.25 cif.  
**Senega:** Canadian £1.90 lb spot nominal.  
**Senna:** Alexandrian h/p £180 metric ton; manufacturing nominal.  
**Squill:** White spot £340 metric ton nominal.  
**Styrax:** £2.30 lb spot; £2.25, cif.  
**Tonquin beans:** Spot £870 metric ton; no shipment.

**Valerian:** (metric ton) Indian £310 spot; £290, cif.  
**Waxes:** (ton) Bees; nominal. **Candelilla** £570 on spot; £545, cif. **Carnauba** prime yellow, spot £715; £675, cif; fatty grey £405; £375, cif.  
**Witchhazel leaves:** Spot £800 metric ton nominal.

## Essential oils

**Anise:** Chinese spot £2; forward £1.85 kg, cif.  
**Bois de rose:** £6.70 kg spot; £5.87, cif.  
**Clove:** Madagascar leaf £1.70 cif. English-distilled bud £17.50.  
**Citronella:** Ceylon spot not quoted; £1.70 kg, cif.  
**Geranium:** (kg) Bourbon £17.50; Congo £14.  
**Petitgrain:** Spot £6.50; cif £5.90 kg.  
**Sandalwood:** Mysore spot £14.25; East Indian for shipment not quoted.

# Equipment

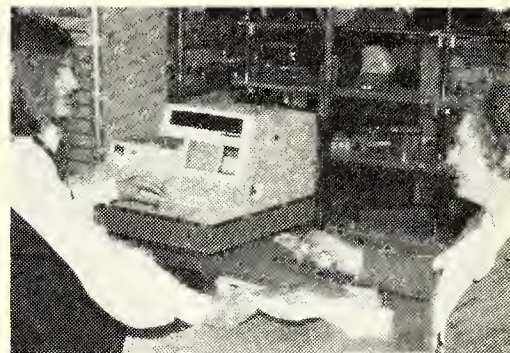
## Computer terminal

A mini-computer cash till is now in use in a new store opened recently in Berkshire. The system is made by National Cash Register, and the 280 retail terminal, which is also a till, is sited at a central cash and wrap area. The terminal guides the operator through even the most complex transactions, and passes on the information gathered by wires to a data collector which stores it on a magnetic tape. This tape is then transferred to a computer which processes the information and produces stock control and turnover figures and automatically reorders any items low in stock.

The cost depends upon the installation and the minimum system is composed of 12 terminals and one data collector. This could be a viable unit in a large store or small chain of stores, say NCR. Larger

systems could incorporate an in-store computer and also a light pen system. The latter is in use in stores in America where special labels are printed on the goods, and the light pen is passed over these, transferring the information into the terminal. This can also be used for name badges to calculate commission, and account cards for credit.

*An NCR 280 retail terminal in use at Bentall's new Bracknell store. The panel contains the code information; code and cash figures and instructions to the operator are displayed on the black panel above*



# Coming events

## Monday, April 16

**Chester Branch, Pharmaceutical Society,** Grosvenor Hotel, Chester, at 8 pm. Annual meeting and talk by Mr J. G. Roberts (a member of Council).

**Enfield Pharmacists' Association,** Postgraduate medical education centre, Chase Farm Hospital, at 7.45 pm. Mrs J. Burnby on "History of pharmacy in Enfield".

**Finchley Branch, Pharmaceutical Society,** Council chambers, Avenue House, East End, Finchley, London N3, at 7.45 pm. Annual meeting and English country cheeses tasting session (National Dairy Council).

**Romford Branch Pharmaceutical Society,** Speights restaurant, Gidea Park, at 7.30 pm. Annual meeting.

## Tuesday, April 17

**Doncaster and Goole Branch, National**

**Pharmaceutical Union,** Danum Hotel, Doncaster, at 8 pm. Mr D. Royce (a member of NPU Executive) on "Reorganisation of the Health Service".

**Epsom and Sutton Branch, Pharmaceutical Society,** Bourne Hall, Ewell, at 8 pm. Annual meeting.

**Lanarkshire Branch, Pharmaceutical Society,** Nurses' recreation hall, Strathclyde Hospital, Motherwell, at 7.30 pm. Annual meeting.

**Leicestershire Branch Pharmaceutical Society,** Postgraduate medical centre, Leicester Royal Infirmary, at 8 pm. Annual meeting.

**Nottingham Branch, Pharmaceutical Society,** Newark, at 8 pm. Discussion on "Diseases of the chest in childhood".

**Plymouth Branches, Pharmaceutical Society and National Pharmaceutical Union,** Visit to Stuarts Photo Works, Plymouth, at 7.30 pm.

**Teesside Branch, Pharmaceutical Society,** Marton Hotel and Country Club, Middlesbrough, at 8 pm. Annual meeting.

**West Kent Branch, Pharmaceutical Society,** Wellcome Research Laboratories, Langley Court, Beckenham, at 8 pm. Mr J. C. Bloomfield (a member of Council) on "Reorganisation of the National Health Service".

**Yorkshire Branch, Guild of Hospital Pharmacists,** Cairn Hotel, Harrogate, at 7.30 pm. Mr R. Patterson on "Cloth of York".



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**Copy date** 4 pm Tuesday prior to publication date. Advertisements should be prepaid.

**Publication date** Every Saturday.

**Circulation** ABC January/December 1972, 14,992.

## Hospital appointments

### DARTFORD GROUP OF HOSPITALS

#### Chief Pharmacist III

Vacancy occurring shortly in modern Pharmacy situated in our new out-patients department at West Hill Hospital. Good staff amenities including active sports and social club. Pleasant staff restaurant. Salary on Scale £2,082 p.a. rising to £2,766 p.a. plus £126 p.a. London Weighting.

Applications naming two referees to the Personnel Officer, Administrative Office, Bow Arrow Hospital, Dartford, Kent. Closing date 27th April, 1973.

#### Stobhill General Hospital Glasgow, G21 3UW PHARMACIST

Applications are invited for the post of Pharmacist in this Category V Teaching Hospital with a modern Pharmacy. This hospital has been designated as an Area Pharmacy in the Noel Hall Structure.

Salary £1,545-£1,941 per annum, in accordance with Whitley Council agreement.

Applications stating age, experience and qualifications, with the names of two referees, to be sent to the Group Medical Superintendent. Envelopes to be marked "Pharmacist".

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##### GROUP PHARMACY

##### DEPUTY CHIEF PHARMACIST (V) GROUP

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Applications to the Group Secretary, King George Hospital, Eastern Ave., Ilford Essex.

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(General 357 beds)

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#### WALTON HOSPITAL Rice Lane, Liverpool L9 1AE BASIC GRADE PHARMACIST

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Applications, stating age, qualifications, experience and the names and addresses of two referees, preferably present and previous employers should be forwarded to the Hospital Secretary as soon as possible.

### PHARMACY TECHNICIAN I

required at

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Applications in writing to the Group Secretary, to be received by 23rd April, 1973.

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Carriage Free. You pay 7 days after goods rec'd. Please order now from Chemists Promotions Service c/o Greens Merchandising Co., 93 Queen Victoria Avenue, Hove, Sussex. BN3 6XB.

MANLY MAN'S BELT. Nationally advertised "obtainable from chemists". £2.95. Full trade terms. Order by waist measurement from Manly Co., 23 Freshwater Parade, Bishopric, Horsham, Sussex. Telephone: Horsham 5426.

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Please address Box No.

replies to: Box No. ....

CHEMIST & DRUGGIST

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2. Counties of Northamptonshire, Oxfordshire, Buckinghamshire, Bedfordshire, Hertfordshire.
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ASK THE Trade Valuers Institute for list of Members and be assured of competent Valuers. Prospective Members apply to T.V.I., 180 Main Rd., Gidea Park, Essex, Romford 66466.

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## Philips Beauty Care

**We want you to have the best.**



# A many splendoured spring



Illustration courtesy of Revlon



Illustration courtesy of Elizabeth Arden



Illustration courtesy of Innoxa

So spring is with us once again—with all the usual symptoms of restlessness, remorse over last winter's flab and dissatisfaction with last winter's make-up. Fortunately there has been a rash of spring looks launched by various cosmetic houses—with something to suit everyone! The overall theme is freshness and femininity and the "look" can be summarised as follows: pale, pearly pink face, softly-coloured eyes with the return of eyeliner—not as we remember it however—which is harsh and startling but toning with the eyeshadow, matching mascara, clear cool lipstick and pretty pink or peach nail colours.

Serge Lutens at Christian Dior is the exception to the general consensus. He summarises his 1973 look as "mysterious with a small head, huge eyes, intense mouth and swan neck".

English with continental overtones sums up Innoxa's Capital Look. The creator used porcelain-coloured foundation topped with luminous powder, rose highlighter, soft grey eyeshadow used in various depths on the lid and brow bone, dark grey mascara and a bright, glossy lipstick.

Elizabeth Arden claim their Just Peachy face reflects "the fresh beauty of spring and pretty-pastel fashions". New Flawless Finish makeup in Softly Beige was applied to the face, Colour Veil in Arctic pink to the cheeks, Powderfrost eyeshadow in terracotta on lids and up to brow and Ultrafrost in peachtree beneath the brow to highlight, very brown Creamy Lash Colour for lashes and Silk Rose Naturally Moist lipcolour.

## Back to class

With all this fresh femininity around its

This is the look for spring as interpreted by Serge Lutens at Christian Dior. Reminiscent of the Twenties "Vamp", the face is pale with "sooty" eyes dominated with green, violet or brown eyeshadow, and the mouth is well defined with one of the reds from Christian Dior's new lip and nail colours range called Les Aventureux.



no wonder many of the cosmetic houses are harking back to schooldays for inspiration! The pencils, pens and crayons that were thrown away in such gay abandon are now making a comeback. Gala recently introduced the Eye Pen, based on their successful Lip Pen which was also "resurrected". Now we have Miners' Chalk Sticks, Mary Quant's Crayon Stick with seven new colours added to the range, Arden's Creative Colouring Pencils, Orlane's Radiant Eye Pencils, Rimmel's Eye Crayon collection and Outdoor Girl's Jumbo range.

Versatility is the main feature of all these "sticks"—they can be used anywhere and everywhere—to colour, highlight, define, outline, shade and even tattoo!

## Calling all feet

The subject of feet usually produces some very odd reactions, the principal one being embarrassed laughter. But then something that is so often referred to as tootsies, pinkies, plates of meat and dogs is difficult to take seriously! What is needed is re-education, a sort of "Feet are beautiful" campaign.

With this in mind Scholl are offering all chemists and assistants in the UK a treatment at one of their many salons for 50p off the usual treatment price. They hope this will demonstrate how pleasant and relaxing these treatments can be as well as how their products should be used. Those interested in taking advantage of this offer should write to Mrs Renske Mann, publicity manager, Scholl UK Ltd, 182 St John Street, London EC1 for a voucher worth 50p.

## Beauty Business

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Illustration courtesy of Yardley

To begin it is helpful to know that your skin is the largest single organ in your whole body and that, if you could weigh separately, it would account for about six pounds of your total weight. Stretched over her frame every woman has something like 20 square feet of skin varying in texture and thickness from about one-fiftieth to one-eighth of an inch. Well worth looking after! The more you know about skin the more you will be able to recognise quickly the various types of skin and the more easily you will be able to give authoritative advice on skin care.

Skin identification is important, but what you need to know first of all is the working of the two main types of skin glands which will make a skin "dry" or "oily" or something in between.

There are sweat glands which help to eliminate waste from the body in the form of perspiration and whose activity is affected by heat, mental excitement or strenuous exercise, and there are the sebaceous glands which secrete an odourless and colourless oily substance, called sebum, which makes a protective coating to keep the skin pliable and soft. It is the amount of secretion from the sebaceous glands that determines the two most usual skin types. Over-active sebaceous glands tend to cause oily skins, and under-active ones can cause dry skins.

Basically there is a simple rule-of-three skin care that must be followed twice a

day with regularity to ensure that one's complexion is kept in tip-top condition; and this trio is: cleanse, tone and nourish. But the kind of products that are used to perform this regular ritual must vary according to the individual skin type.

### Oily skins

If the skin is naturally oily or greasy it tends to be more coarsely textured than a drier skin. It is recognised by a decidedly shiny surface, open pores, an inclination to sallowness and proneness to blemishes like blackheads and pimples.

Cleanse an oily skin with a brisk soap-and-water lathering, followed by a light tonic cleanser. Stimulate it with an astringent lotion to close the pores and nourish it sparingly with a light cream.

Special recommendations must be to watch diet, and cut down on all fried food,

# MAKING THE BEST OF SKIN

By Elizabeth Anderson

oily dressings, rich sauces, sweets and desserts which seem to only aggravate the skin.

### Dry skins

Dry skins can be easily recognised by their taut, stretched feeling, and by a tendency to harsh flakiness and a papery texture inclined to show tiny lines.

Cleanse a dry skin always with a lush cleansing cream or bland lotion removed with tissues. (Never use soap on a dry skin).

Stimulate it with a freshener or gentle toner and nourish it nightly with a good rich skin food. Remember that a "papery" dry skin showing tiny lines is usually an indication of lack of moisture, whilst a flaky skin with an inclination towards crepey patches is usually a symptom of lack of oil.

### Combination skins

Complexions with an oily panel running down the centre of the face from forehead to chin but with cheeks dry and normal are known as combination skins.

Cleanse these with soap and water, and stimulate with a splash of cold water laced with a dash of astringent. Nourish the dry parts only with a good skin food. A dual programme of treatment is needed to combine the routines applicable to both oily and dry skins but, as combination skins seem specially prone to blackheads, evasive action should be taken against these.

### Normal skins

Normal skins should be recognised with delight for they present no special problems, but this should not mean that they can be neglected or a dry skin problem

could easily become the result!

These easy-to-love skins should be cleansed with soap and water in the morning, and with soap and water followed by a cleansing cream at night. They need stimulating with mild astringent lotion and nourished with a light cream.

### Sensitive skins

A sensitive skin is readily identified by its fine texture, a slightly florid cast and a tendency to broken veins.

Cleanse with a bland and preferably unperfumed cream, and stimulate with extreme care with a skin tonic diluted with cold water. Nourish it generously and often with a really rich cream. Sensitive skins are the most prone to allergies towards cosmetics so it would be wise in this case to recommend one of the hypo-allergenic range of skin care ranges.

### Ageing skins

Recognise an ageing skin by its greyish, dull cast and its parchment like texture.

Cleanse an ageing skin with a rich cleansing cream and stimulate it with a tonic lotion. It will need nourishing generously and regularly with a rich cream. A massage cream used a couple of times a week is a worthwhile bonus.

### Battery of skin beauty

There is such a wide range of skin care cosmetics now available on the market that some customers may need a little help. They may be confused about the exact function of each cream and lotion. The following is a brief glossary of some of the terms in fairly general use.

**Astringent.** This word is derived from the Latin—*astringere*—which means “to pull together”, and this is just what an astringent does to relaxed and open pores. Like its milder versions, skin freshener or tonic lotion, an astringent is used to tone skin after it has been deep-cleansed.

**Suggested products:** Max Factor's Normalizing facial tonic is good for all skin types. Charles of the Ritz new Liqui-Fresh. Outdoor Girl Double Life Two Way Toner. Innox's Orange and Almond Translucent Toner.

**Cleansing Cream** tends to be much thicker and richer than other varieties of cleanser usually because it often contains animal fat (mostly lanolin) and is therefore suitable for normal/dry/sensitive skins.

**Suggested products:** Dorothy Gray's Natural Wheat Germ Cleansing Cream. Pond's Cold Cream. Coty's Avocado Cleansing Creme.

**Cleaning grains** should be used to cleanse skins with open pores. Added to water they are used to friction the skin into “deep-down” cleanliness, and they are also helpful in the battle against blackheads or goose pimples.

**Suggested products:** Max Factor Swedish Formula purified cleansing grains. Helena Rubinstein Bio-Clear washing grains. Dorothy Gray Young & Lovely cleansing grains.

**Cleansing milks** are a quick, light cleanser which should be used on greasy/combination skins as they can sometimes be rather sharp and drying for other skin types.

**Suggested products:** Anne French deep cleansing milk. Delph cleansing milk. Innox's cleansing milk. Lempak cleansing lotion. Max Factor's deep milky



Illustration courtesy of Dorothy Gray

cleanser. Danusa's Lipoprotein cleansing milk.

**Cover-Up creams** do just as they promise, cover up minor blemishes or dark circles under the eyes. They should be applied to the skin over a light moisturiser and will blend in with the chosen foundation.

**Suggested products:** Orlane's Anti-Cerne. Max Factor's Erace. Bonne Bell's White White. Rimmel's Hide and Heal. Dorothy Gray's Heal and Conceal Stick.

**Enzyme creams** contain active materials which stimulate the skin's reproductive cells into action. Read the directions with care on any pack as some of these creams should not be used too often.

**Suggested products:** Juvena's Juvenance skin rejuvenator. Lancôme's Creme Stimulante. Estee Lauder's Re-Nutriv cream. Fontarel's Creme Riche.

**Eye Creams** are formulated especially for the delicate skin around the eyes where the use of ordinary nourishing creams often prove too heavy and can cause puffiness.

**Suggested products:** Charles of the Ritz eye oil treatment stick. Dorothy Gray eye beauty cream. Coty overnight eye cream.

**Firming Creams or Lotions** are claimed to help a skin to retain its youthful elasticity.

**Suggested products:** Elizabeth Arden's



Illustration courtesy of Bonne Bell

A new concept in skincare is Well Spring from Bonne Bell Cosmetics which can either be used on its own as a soothing skin emollient to cleanse and moisturise the skin or mixed with fresh fruit, vegetable, milk, raw egg and even yoghurt to blend your own special skin preparation.

Firmo-Lift special salon treatment oil Charles of the Ritz Firmessence cream. **Hormone creams** have been the subject of some controversy but, creams containing a controlled amount of synthetic hormones are believed to be beneficial to a skin which is beginning to show signs of ageing. However, be careful to recommend only hormone creams from cosmetic companies enjoying a good reputation.

**Suggested products:** Dorothy Gray's Cellogen cream. Revlon's Eterna 27.

**Humectants**, or moisturisers, should be part of any woman's daily skin care routine once the teen years are past. They are the agents which attract as well as retain moisture so helping to maintain an even moisture balance on the skin. One of the most common ingredients of an humectant is glycerin.

**Suggested products:** Innox's orange and almond translucent moisturiser. Dorothy Gray's Secret of the Sea cream. Revlon's Moon Drops under makeup moisture base. Coty's Equatone moisture multiplier.

**Liquefying cleansing cream** is usually semi-transparent and often lightly tinted which appears transparent when applied to the face. Recommended for greasy or combination skins as this type of cleanser is usually based on mineral oils which cannot be absorbed into the skin to any great degree.

**Lipids** are moisturisers with a ‘plus’. They are the natural oils contained in the skin's sebum and fight the results of skin dehydration.

**Suggested products:** Yardley's recent range of nature lipid products—cream concentrate, lotion moisturiser and cleansing milk.

**Silicones** are protective ingredients used in skin creams as well as hand creams to help guard the skin against the elements.

**Throat creams** are designed specifically to care for the skin of the throat which is coarser and thicker than that of the complexion. They are generally of a rather heavy consistency and need to be well massaged in, which in itself exercises and firms the muscles of the neck.

**Suggested products:** Guerlain's Creme Pour le Cou. Revlon's Eterna 27 throat cream. Max Factor's Geminence throat cream. Innox's throat cream with Amalene. Cyclax Neojuven neck firming cream.

**Vitamin creams** are basically a nourishing cream with certain essential vitamins which the skin is said to benefit from if deficient.

**Suggested products:** Dorothy Gray's Extra Rich Night Cream (vitamin A). Max Factor's Velvety Night Cream (vitamins A, D) and Coty's Airspun Avocado Night Creme (vitamins B, C, D).

### The allergy problem

Some skins develop an allergy to a specific beauty preparation. Fundamentally the word allergy means “altered reactivity” and is used when the tissues of the body react more strongly than is normal to an irritant. One of the most common causes of an allergy is the use of perfume in cosmetics. An allergic reaction can result when a chemical (allergen) meets a substance (antibody) which is produced by the body to react against it. Because these antibodies are carried by the white blood cells, the lymphocytes, they can be brought to whatever part of the skin the offending chemical is applied.

However, these days there is now no

eat problem here. Several companies specialise in producing pure skin care items and colour cosmetics. Almay and Innox have those trade name, incidentally, originated from a play on the word "innocuous") both have a wide range of non-allergic cosmetics. Elizabeth Arden has a series of preparations under the name Special Blend which are formulated without a trace of perfume, and Max Factor's Swedish formula hypo-allergenic treatment collection is now being extended this month to include a Hypo-allergenic makeup collection.

### Face packs

Every type of skin benefits from a regular use of a face pack or mask, but it is most important that the pack applied matches the skin type.

Here is a quick rundown on the kinds of treatments that are available and, having first identified the skin, suggestions of the types of pack that fit the face!

#### Dry Skin

Dorothy Gray's Secret of the Sea mask  
Revlon's Moisturising honey mask

#### Oily Skin

Helena Rubinstein's special pore mask  
Christy's Lempak beauty mask

#### Sallow Skin

Elizabeth Arden's anti-brown mask  
Innox white mask facial

#### Blemished Skin

East-Pac's Acne  
Rimmel's oatmeal beauty pack

#### Older Skin

Innox's Living Peach vitamin beauty mask  
Helena Rubinstein's skin life mask

#### Young Skin

Rimmel's Herbal Mask for greasy skin  
Cyclax Medicated Night Mask

#### Any skin-type pick up mask

Revlon's stimulating mint masque  
Mary Quant's new Special Recipe herbal vaporiser and face pack  
Gala of London's face lift: a special instant mask that tightens pores and stimulates circulation.  
Anne French Glow 5 beauty mask



Illustration courtesy of Mary Quant

move surface dirt and make-up, plus excess oils. The Fresh Face range, like so many of today's cosmetics, contains natural extracts of natural ingredients. Choose from Cucumber Fresh Face, which is a cool and salady green, Strawberry Fresh Face, which smells good enough to eat, Peach Fresh Face or Honey and Almond.

Helena Rubinstein now include in their Skin Life range a light textured night cream with a high absorption rate—Skin Life Souffle Night Cream. This cream is based on the same highly beneficial "biogenic ingredients" for which Skin Life has already become known. It has been formulated as a biological treatment which actively rejuvenates the skin cells. Also from Helena Rubinstein is Skin Dew gentle foaming cleanser—a light, pearly pink preparation which is used with water to cleanse the skin. Because it contains no soap the skin doesn't feel taut and look "flaky" after its use, so one can still enjoy the fresh clean feel of water without the risk of drying the skin.

Most of the houses marketing make-up are including moisture-based creamy foundations these days. Elizabeth Arden's offering in this field is called Flawless Finish and has the added plus of coming with its own sponge applicator which gives control of coverage—sheer to not-so-sheer—according to the requirements of the individual skin. For sheerest coverage it lends just a suggestion of foundation and cover, but for skins needing more coverage to hide imperfections, tone down too ruddy a complexion or liven up a pale one, it can be applied once, allowed to dry, and then reapplied to provide a perfect natural finish. Flawless Finish is available in eight shades from cool pale Porcelain Beige to deep bronze Toasty Beige for the richly tanned.

### Quickies addition

Last, but not least, with the thought of holidays in mind, there is a welcome addition to the Quickies range—Quickies Cologne tissues. These sachets come twelve to a carton, and each sachet contains a fragrant ever-moist tissue to cleanse and soothe a fevered brow or clean up hot and sticky hands.

## Product round-up

Let's finish with a round-up of some of the newest products on the market designed with skin care in mind. Some of these items are already with us, others will be making their debut within the next few weeks.

For instance, look out for Dorothy Gray's addition to their Satura range—Satura Silky Skin. This pink, pearlised lotion is basically a moisturiser and can be used from top-to-toe to give the skin a "wonderful silky softness". It is also to be recommended for use after swimming and sunbathing and, as it comes in a lightweight plastic flask with a full-fitting gilt screw cap, it is ideal for holiday packing. Mary Quant Special Recipes skin care products are said to be "crammed full of country goodness" to protect and cherish the skin, and the latest additions include Morning Moisture, a toning lotion, cold cream and an excellent combination of herbal Vaporiser and face pack.

Each of the Special Recipes collection contain the same kind of ingredients that your greatgrandmother used—nature's own remedies against the ills that can beset the skin. Special Recipes Morning Moisture prepares the skin for cosmetics and the day ahead and is a rich, natural moisturiser made from oils and extracts and honey.

It should be followed with the toning lotion which boasts honey, almond oil and witch hazel together with extracts of chamomile, coltsfoot, marshmallow, milfoil and sage amongst its ingredients. The Special Recipes cold cream is a good cleansing, skin-softening, old fashioned product which has been up-dated by the inclusion of honey, almond oil, wheatgerm oil, beeswax and again extracts of chamomile, coltsfoot, sage and marshmallow. Quant is also responsible for Soft Scrub which they recommend for deep-down cleansing of skins exposed to city grime and pollution.

Coty's Air Spun Avocado series has been extended by their Avocado Refining Mask which is "rich in avocado oils and vitamins" and leaves the skin with a smoother, finer texture as it loosens and removes blackheads and imbedded dust, and helps to restore, tone and relax tired lines. It can be recommended for any skin type.

The New Year saw the launch of Revlon's Fresh Face from Natural Wonder. Fresh Face is a double purpose lotion. It cleanses and tones and it's meant to supplement daily morning and evening cleansing sessions. It is a fast clean-and-tone-up to be used anytime during the day to re-



**There used to be only a small choice  
in good dry hair products.**



## There used to be.

Over the years Vitapointe Conditioner has been the best product you could sell for dry hair.

That's why it's brand leader in the hair conditioner market.

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A new Moisturising Shampoo, an After-Shampoo Conditioner, and of course Vitapointe Conditioner.

There's a big TV campaign backing the Moisturising Shampoo that will reach 9 out

of 10 of your customers in the summer months.

And advertising for the Conditioner will be seen throughout the year in all the major women's magazines.

Along with all this will be colourful display and promotional material.

So from now on, for those one in three women with dry hair, the choice of good dry hair products will be larger.

And so will your profits.

**Vitapointe.**

**We take good care of dry hair.**

# TECHNICAL SERIES — 3

## ALL ABOUT TALC

### WHAT IT IS

Talc is found in nature—all we have to do is purify it before we put it into our toiletries. Seen under a microscope, it appears as flat, smooth, plate-like particles, and it is these slipping over each other that gives the talc its silky feel.

### VARIETIES

There are a number of different grades and varieties but the best is the deep mined talc which comes mainly from Italy. The mineral talc is distinguished from most others by its extreme softness. It occurs in several textures and colours including white, grey, yellow and shades of green with a pearly lustre. One variety, Soapstone, so called because of its soapy feel, is coarsely granular and greenish grey.

### HISTORY

Soapstone has been used since ancient times for carving. Assyrian cylinder seals, Egyptian scarabs and Chinese figure carvings are notable examples.

The use of talc in beauty is relatively recent. It appears that it came on to the cosmetic scene only about 70 years ago, beginning as Borated talcum infant powder. Talc has greatly improved since those early days, and its soothing and fragrance qualities are today appreciated by adults as well as babies.

### CHOOSING

A high quality talc is pure white and finely textured. Pour some onto the back of the hand to test; it feels smooth and silky. Poorer grade talcum is often greyish in colour and may feel coarse and gritty to the touch, while too lustrous an appearance can indicate insufficient grinding.

Another way that talc is checked for quality is to see how much of it dissolves in hydrochloric acid. Only a very little should, because it is the insoluble part that has the good lubricant properties. Also, an excess of acid soluble material will quickly spoil most perfumes and often cause discolouration.

Because powders can occupy different volumes depending on how tightly they are packed together, the cosmetics manufacturer also needs to specify the density—that is the "lightness"—of the talc he wants to buy.

Talcum powder usually contains other ingredients. To increase absorbency starch or light magnesium carbonate may be used. The latter can also contribute to the lightness of texture and to some extent

reduces any tendency for the powder to pack-down in the container.

Apart from perfumes other additives might be precipitated chalk, zinc oxide and a group of substances called stearates. The stearates are intended to improve the way the powder "sticks" to the body.

It has been suggested that dusting powders for after-bath should preferably be lighter and more absorbent than talc for general use. The perfume should also be carefully chosen and included with restraint, because moist warm skin is more susceptible to the irritation perfumes can cause in some people.

Because of the particular conditions under which talcum powders are used, conditions of heat, moisture and friction against the skin caused by the movement of clothing, it is particularly important that all ingredients are innocuous to the skin.

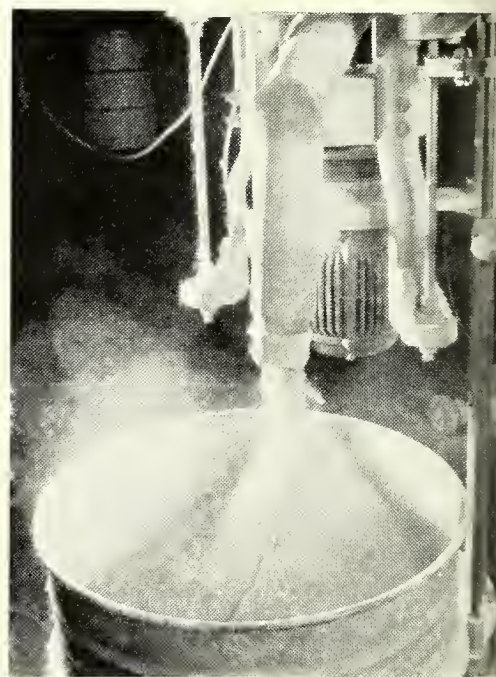
Correctly formulated powders have a cooling effect on the body. This is because their many particles provide an over-all surface exposed to the air, which can carry the heat away. The same effect is seen with calamine lotion—the water dries away, leaving the cooling powder behind.

It is desirable that all ingredients of natural origin should be examined for bacteria. Sterilisation of suspect materials, either in their raw or finished state, may be carried out by various means. Either raw materials or the final product may be so treated.

In the production process, talc intended for cosmetic or medicinal uses is first freed from limestone, marble or similar impurities. It is then broken down into

small lumps which can be fed into a disintegrator and ground into a fine powder. A strong current of air carries the finest particles of powder upwards into a vertical pipe, from which they are led into a receiver.

After adding perfume and other ingredients the powdered talc is thoroughly mixed and sifted before packing into its final containers.



Above, powder being sifted to produce the right degree of "fineness" and below, the filling line at the Yardley UK factory at Basildon in Essex.



# 18 million holiday makers will thank you for reading this advertisement.

That's how many suffered from sunburn on holiday in 1972 even though they may have used an existing suntan preparation.

Because until now there has not been a really effective sunburn preventative.

Now there is.

It is called Sylvasun.

Everyone has a natural skin protective reaction against the burning rays of the sun, but in many people it builds up too slowly to prevent burning.

Sylvasun are vitaminised tablets that help prevent the miseries of sunburn by speeding up the body's own natural defences against the sun.

When exposed to intensive sunshine, the skin responds to the ultra-violet radiation in two ways.

It produces the dark pigment, melanin, which shows as a tan, and it thickens itself into a more efficient protective layer.

The Vitamin A in Sylvasun accelerates this thickening effect, and the calcium ingredient indirectly promotes melanin formation.

As reported in the Practitioner in May 1971, Sylvasun has been successfully tested on 1600 BOAC/BEA airline employees.

Of those persons who had suffered severely or moderately from sunburn in the past, 90 per cent were improved after taking Sylvasun.

Additionally, Sylvasun has been used to good effect by a wide variety of sportsmen, including our Olympic athletes, the English World Cup Football team in Mexico, 1970, and the MCC teams touring abroad.

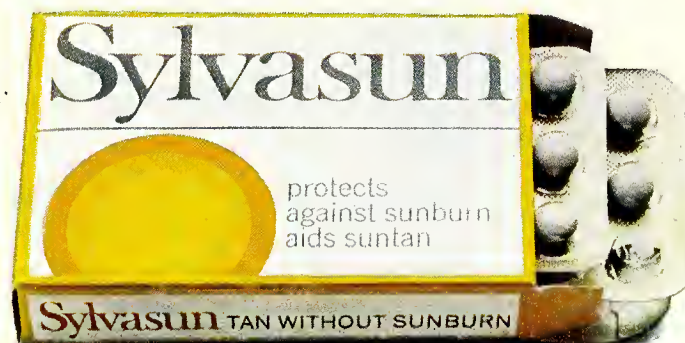
This year, so that these 18 million holidaymakers will know about Sylvasun before they enter your shop, we are spending more money advertising it on television than has ever been spent on a sun preparation before.

We're also taking full colour pages in holiday brochures.

And display material along with window and till stickers are all available.

And there are special bonuses which can give you a profit of over 50 per cent.

So your customers won't be the only people pleased that you've read this advertisement.



**Sylvasun.**  
**Helps stop you burning while you tan.**

Chefaro Proprietaries Limited, Crown House, Morden, Surrey. 01-542 3402.

# Wella + IPC =

## We're getting together to give

There's a boom in hair conditioners. Wella is — and intends to stay — *brand leader* in chemists.

We're going to be the biggest ever brand name advertising hair care in IPC magazines.

Millions of women will get the message—but it's up to you to make sure they get the products. Display them. You'll sell them. The Big Plus will see to that.

**IPC Women's Magazines**  
where women get the message



# The BIG Plus

the Big Plus to your business



  
**WELLA**

# nail know-how

*Healthy well-shaped nails do not happen overnight. They require attention, persistence and—most of all—patience. It takes three to five months for a fingernail to reproduce, but take comfort from the fact that toenails grow much more slowly—needing from 10 to 18 months! It is not too difficult to recommend therapeutic products to a woman wanting to improve the condition of her nails. What is more difficult is persuading that woman to persist and not become discouraged. The results are well worth waiting for.*



Illustration courtesy of Dorothy Gray

What is commonly referred to as the nail is, in fact, only part of the whole. The correct term is the nail plate which, with the lunula (or half-moon), is the only portion of the nail that can be seen. This nail plate is composed of layers of dead cells sandwiched together with pockets of oil and moisture to keep it supple and give it resilience. The moisture tends to decrease with age (as in the skin) and sometimes at one of those strange moments when the nail plate appears to be dry and flakey for no apparent reason (most of us remember peeling away one of these dry layers).

## The 'living and the dead'

The nail is really made up of three parts: the "living" or matrix which lies below the cuticle and up to the half-moon; the nail plate or the "dead" portion from the half-moon up to the fingertip and the dry tip of the nail which extends beyond the fingertip, often called the free edge. Here is a brief glossary of terms relating to the structure of the nail:

**The nail wall** which, together with the cuticle, forms the frame which surrounds the visible part of the nail on three sides and is composed of skin.

**The cuticle** is the slim, curved edging of the skin—part of the nail wall, which lies at the base of the nail plate. If neglected, the cuticle grows up over the nail plate; tends to stick to it, harbours dirt and could eventually become infected. Another danger is if the cuticle is held firmly to the nail surface, instead of being pliable, it will be over stretched when the nail moves forward and could eventually snap resulting in hangnails.

**The matrix** is the living, reproducing section of the nail and where the quality and condition of the future nail will be determined. The new cells are formed here and, as they do so, continually push the old cells forward towards the fingertip to form the nail plate. As long as the matrix is not involved when the fingernail is injured, any damage to the nail plate is usually only temporary.

**Lunula or half-moon** is the pearly, crescent-shaped part of the nail which is the only visible part of the matrix. It is sometimes referred to as the bridge between the living matrix and the horny, homogeneous collection of closely-packed cells we call the nail plate. Cells are dying off here, but it is still fairly soft and "tacky" as they are not yet hard.

**The free edge** is the dry part that grows beyond the fingertip. From the cuticle to the tip of the finger the nail is porous allowing moisture to pass continually either way through the nail . . . commonly known as "breathing". However, once the nail grows beyond the fingertip and becomes the free edge this two-way passage of moisture ceases and the tip tends to become very dry and brittle. This dry condition is intensified by the constant use of harsh chemicals or detergents—not to mention all the drumming, scratching, tapping and knocking the free edge is subjected to. Little wonder it breaks or splits!

**The nail bed** is described as a continuation of the matrix and bears many similarities to ordinary skin. It supports the nail plate and on its surface presents numerous parallel ridges which dovetail exactly with similar ridges on the under skin of the nail plate, welding them firmly

gether. It used to be thought that the nail plate moved forward while the nail bed remained stationary but it is now believed that both the nail plate and bed migrate from the matrix and move forward together. A sharp blow may cause subungual haemorrhages in the bed beneath the nail plate, appearing as tiny blue spots (which are in fact minute bruises). These, like the white spots that indicate a less severe blow, usually glide forward with the nail plate and gradually disappear.

### Barometer of the body

Those lucky enough to have strong, healthy nails tend to take them very much for granted—which is rather foolhardy when one realises how complex the fingernail is and how often the slightest knock can affect the growth. These people also find it difficult to understand how distressing problem nails can be to others and to what lengths some people will go to disguise them. One expert has put the number of people with nail deficiencies as high as one in three. The same expert described the nails as "the barometer of the body"—and rightly so. Most people have experienced their doctors looking at fingernails first when he is consulted about general ill-health or being "run down".

Let us first consider some of these internal causes which could contribute to poor nail growth. As with many other conditions, a badly-balanced diet is often to blame. Sufficient dairy produce such as milk, eggs, butter and cheese is essential as well as plenty of fish, fruit and green vegetables. Other internal causes that could detract from normal nail development include glandular disturbances, anaemia, rheumatism and acidity, shock, allergies and general ill-health. So, it is important that when nails are a problem the general health of the customer is first taken into account. Now to the more common external factors: the constant use of detergents, concentrated acids and harsh soaps, occupational wear and tear (as in typing), cutting or filing away the sides of the nail too sharply, the habit of digging into the cuticle which causes the nail plate to develop ridges, over-long immersion in water—particularly in hard, chalky water in swimming pools when disinfectant is present and the constant use of nail enamel without the use of a protective base coat.

Nails, like the skin, can be classified into various groups and different treatments recommended for each one. These are:—

### The soft, pliable nail

These "bendy" type of nails benefit almost immediately from the application of one of the nail hardeners or strengtheners such as Cutex Strong Nail, Mavala Scientifique, Revlon's Wonderail, Nailoid nail hardener or Diamon Glaze. Most of these products are intended to be applied to the tip, free edge only, and act as a hardener "cement" the various layers of cells together. They should not be used too liberally, or too frequently. And, of course, nail polish can provide extra "body" to this type of nail—provided a base coat such as Mavala's 002 is used to protect against any drying effects.

### Nails that break/split easily

This condition needs a more long-term treatment and consequently much more



Illustration courtesy of Mary Quant

### Nail biters' anonymous?

*Nail biting is a nervous habit which causes distress to many people irrespective of age, sex and social distinctions. There are a number of liquid deterrents on the market such as Mavala Stop and Fassett & Johnson's Stop It which can be most effective. Now Eylure are recommending their range of false nails to nail biters as a reminder not to bite and also to act as a "cover up" while the new nail is growing. However Eylure realise that many addicts are much too shy to approach their chemist in the first instance to try on various sizes. To overcome this, Eylure are starting a kind of "nail biters' anonymous" whereby nail biters can write to Eylure first for a selector to choose their correct size, plus literature on nail care. They can then apply to Eylure once only for their false nails after which they will receive a list of stockists.*

patience before any results are visible! It is the matrix, or living part, that needs nourishing and strengthening here. Some reconditioning creams and lotions which encourage this healthy growth are Nail Flex from Cutex which contains an iodine derivative plus a mild germicide, also their Nail Body which is said to both condition and "fuse" the nail without impeding the essential two-way process of "breathing". Nailoid from Richards & Appleby and Proteinail from Jackel & Co Ltd which can also be used as a hand cream.

Regular massage of the cuticles with a rich cream helps the new nail to glide forward unimpeded. Suggested products are Cutex cuticle cream, Mavala cuticle oil, Revlon's cuticle massage cream, Nu Nale cuticle softener from Dendron Distributors and Healthinale from the Hand & Nail Institute.

Perseverance is a key word when treating the breaking/splitting type of nail. But it is generally accepted that if the blood flow to the roots is stimulated by massage then the nail growth can be accelerated, especially when combined with a product which will accelerate slow-growing nails. Sometimes it only needs a ring which fits too tightly to impede the circulation of the blood to the nail root and the growth will be diminished. Mavala's Mavaderma is a nutritive product, protein enriched, which has been specifically designed to penetrate

to the nail root and stimulate development.

Buffing is also a method of speeding up circulation and hence the nail growth. However it is important to only buff in the one direction and not with a see-saw action. Demuth's Carnate if applied before buffing can help conditioning, as well as polish and remove any harmful enzymes present on the nail plate. Samsar of Paris, Mary Quant, Nailoid and Jean Sorelle all supply buffers.

If a normally healthy nail should break or split—usually at the wrong moment!—then a nail repair kit such as Revlon's Mend-A-Nail kit and Mavala's Refix kit is the quick answer.

### The normal, healthy nail

Should be guarded zealously, never be taken for granted and worked at constantly! There are still golden rules to be observed to ensure nails stay healthy and these include avoiding harsh detergents with the use of rubber gloves, using the cushions of the fingers whenever possible instead of fingertips, dialling with a pencil when making a telephone call, not using sharp nail brushes, never digging with a sharp instrument underneath the nail, and having a weekly manicure. A manicure can easily be carried out at home, and proceeds as follows:—first remove all old nail polish with an oily remover, file the nails to the desired length (remembering that too long talons can cause strain) working from the side towards the middle and filing in one direction only, then apply a rich cuticle cream or oil like Cutex cuticle cream or Woltz Italiana cuticle softening cream and massage well into the cuticle with the thumb, soak in warm soapy water for a few minutes only and apply a cuticle remover such as Cutex oily cuticle remover with an orange stick which has had cotton wool wrapped around the tip. When using the orange stick avoid undue pressure on the matrix as this could result in dents and grooves on the future nail. If necessary, trim any hangnails but never cut cuticles except to remove dead tissue such as hangnails and rough edges. Go over the nails lightly with a little nail polish remover to take off all traces of cream and moisture still remaining and now apply a base coat like Mavala's 002, Cutex base coat or Nail Body and Nailoid's new base coat followed by two coats of nail enamel and topped with a sealer or top coat.

### Nail colours for spring

Soft pinks, peaches and corals seem to be the popular choice for spring and most cosmetic houses offer a choice of pearl or cream. But there will always be those who like their nail polish more bold and dramatic and, for these, Gala are launching their Summer Stones range consisting of six pearly nail colours in early May. Shades will include purple quartz, yellow agate, black diamond and deep onyx—and they look as striking as they sound! New shades from Cutex are burnished rose, rich red, shot silk, crazy coral and wild orange. Nailoid will be launching a complete range of nail enamels in early June, including 24 shades—both clear, creme and pearl—a base coat and sealer.

Remember, nail polish takes up to 20 minutes to really harden. It would be a pity to spoil all that hard work with a heavy smudge mark!

# Cutex says, fo



## Sizzling Summer Colours

*They're the great nail fashion for Spring and Summer. And Cutex should know. Because we're the brand leader holding 25% of all nail polish users.\* Our Sizzling Summer Colours are aimed at young girls with go. While our Shady Lady Shades have got the upper hand on your more sophisticated customers. Either way, you can't do without them.*

*They're backed by a big full page advertising campaign. In full colour. Sizzling Summer Colours and Shady Lady Shades will*

be seen in the best places: Vogue. 19. Honey. Jackie. Loving. Cosmopolitan. Looking Good. Woman's Own. All the magazines your customers read.

*They're in a colourful display unit that'll make you big sales. So show them off. Our exciting counter display pre-pack was designed to catch every girl's eye. Because it's filled with the colour they want. In it Cutex put 6 of each nail polish shade, 3 of each lipstick colour. And, of course, lipstick testers.*

You pay £11.15 (at A terms)

Your Sales £18.72

Your Profit 32%

\*1972 IPC Cosmetic and Toiletries Survey.

# ow the leader.



## Shady Lady Shades



Order your Shady Lady Shades and Sizzling Summer Colours display with this coupon now, before the rush starts. We will deliver in May.

To: Brian Green, Sales Manager –  
Chesebrough-Pond's Ltd.,  
Victoria Road, London, NW10 6NA

Please send me your pre-pack display containing:  
3½ doz. polishes, 1½ doz. lipsticks, price £11.15, plus  
10% VAT, and invoice me on delivery.

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Registered in England No. 359698.

It has been said that on average a person takes some 10,000 steps a day, involving a good deal of hard work. Yet how many people seriously look after their feet which are doing all this work? . . . really look after them—not just a quick dollop of talcum powder when putting on socks or tights! All too often the winter months go by with feet receiving the minimum of attention when suddenly it's summer and time for toeless, backless sandals. This is when most people rediscover that part of their anatomy which has been hidden away for so long and when more customers browse through the footcare products section. But of course it's not just from the aesthetic point of view but for comfort too, particularly for those who spend a good part of the day standing.

Nearly everyone's feet can look attractive and be virtually trouble-free if a little attention is spared them each day plus a regular weekly pedicure backed by a wide variety of footcare products which can alleviate many of the more common problems as well as greatly improving the look of the feet. *Beauty Business* discusses these aids in conjunction with a simple footcare routine plus some of the minor foot problems that might be troubling customers.

## FINDING OUT ABOUT FEET



Illustration courtesy of Nutress

**S**HOES that fit badly still cause most foot problems, despite all the warnings given by various experts over the years. It is surprising how many people are still prepared to squeeze their feet into all kinds of narrow, uncomfortable shoes for the sake of fashion, not realising—or perhaps not caring—the irreparable damage they might be causing. In children, ill-fitting shoes are a major contributor to foot deformities arising in later life.

Of course, it's not just shoes that are to blame but socks and tights that are too small and so do not allow the feet to "breathe". A chiropodist once said that if a person makes sure they always buy snug, comfortable footwear then they are half-way to having healthy feet. A little everyday attention also helps.

A simple footcare routine to follow

yourself or to recommend to your foot-weary customers is to first try and have a bath or shower daily. If this is not possible then try to bathe the feet every day which, apart from hygiene, is most refreshing particularly when bath salts such as Radox, Epsom salts, Tidman's Sea Salt or Fynnon Spa are added. Other benefits of this daily "soak" are softening of the skin and increased circulation (if circulation is a special problem then it helps to run the feet under a cold water tap afterwards). When bathing of any kind is out of the question, such as when travelling long distances, then Quickies Foot Refresher Pads are handy to carry around. Always dry the feet well after bathing, especially between the toes otherwise sore "cracking" can occur and, sometimes even Athlete's Foot can gain entry.

After bathing is the best time for cutting

toe nails because the nails are more pliable and easier to cut. It is important to remember to cut *straight* across and never to try and round the corners as with finger nails as this will only encourage ingrowing toe nails. Nail clippers are usually best because they promote the correct method of cutting. The nail edges can then be smoothed with an emery board or nail file to prevent jagged edges. The cuticles should be gently eased back with an orange stick which has been wrapped in cotton wool. However, if the cuticle skin "sticks" hard to the nails then it should be treated with cuticle remover first. The cuticles can be kept in a healthy condition if Cutex Cuticle Cream, Nailoid, or any other cuticle cream is regularly massaged in. While pushing back cuticles with an orange stick, also clean under the toe nail, again making sure the end of the stick is

ered in fresh cotton wool. Now, to deal with any unsightly, hard skin. If the skin is quite "leathery" then Scholl's corn and callous file can be used to remove it. Dry, rough skin can be treated with one of the lotions or creams for the purpose such as Scholl's rough skin remover or Pretty Feet from Scott & Bowne. They should be massaged in gently all round the soles, heels and other rough areas which will result in the rough particles rolling off leaving the soft layer underneath.

The feet must now be "moisturised" to replace that lost during bathing and removal of the "dead" skin and also to tone up circulation which, if very sluggish, can lead to chilblains, "pins and needles" and a sallow, discoloured look. Scholl's Clear Foot gel. Vaseline intensive care lotion or any other rich moisturising cream could be massaged in with firm, upward strokes from the toes up to the knees. If the skin is very dry and neglected then an extra-rich cream can be used such as Scholl's enriched skin food.

When tired, aching feet are a particular problem because of the customers' employment then Valpeda or Scholl's antiseptic foot balms can also be applied. Although Valpeda is primarily used to treat Athlete's foot it contains menthol to cool and refresh as well as various antiseptic properties to ward off infection.

### Finishing touch

Aerosol sprays are one of the newer types of footcare product and very effective when dealing with that age-old problem of "smelly feet". They are an ideal "pick-up" and most of them can be used directly through tights or stockings so it is not necessary to seek locked doors before spraying! Scholl offer three different types of aerosol preparations: the foot deodorant spray for all-day protection against odour, the anti-perspirant spray for those who suffer from a stronger odour problem and their foot refresher spray whenever a quick refresher is required. Other aerosol sprays with deodorising and anti-bacterial qualities include Footsy from Gillette, the new Gillette Foot Guard, Cool Foot from Beecham Toiletries and Radox Foot Spray from Nicholas Products which has recently been reformulated without hexachlorophene.

Nail polish is the finishing touch for pretty feet and, for some reason, many people feel much more daring in their choice of colour, often using black/reds or a different colour on each toe nail! However, like fingernails, it is advisable to use a base coat to prevent discolouration. Recommend the use of cotton wool balls to wedge the toes apart to avoid the nail polish becoming smudged.

Before putting on tights or stockings encourage the habit of sprinkling some talcum powder or Scholl's Special Foot powder on the feet for extra comfort.

### Double afoot

Most people have suffered at one or another time with their feet. How many times, and with various degrees of intensity, have you heard that phrase "my feet are killing me!" Of course, for most of them the answer is a visit to their chiropodist but here are a few of the more com-



Illustration courtesy of Scholl

mon ailments with some suggested treatments.

**Athlete's foot:** One of the most persistent and irritating of all foot infections, athlete's foot is highly contagious and caused by a fungus similar to that which causes ringworm. Attacks tend to occur more frequently in hot weather when heavy sweating gives the fungus an ideal environment in which to multiply as well as penetrate more deeply. Symptoms can include an itchy rash, splitting of the skin between the toes and blisters on the skin under the toes. It is particularly common in schools and other places where people share their washing facilities.

Scholl produce two complementary products for this condition: Sl athlete's foot liquid which contains a borotannic complex in a quick-evaporating solvent mixture to prevent reinfection and to attack the fungus and Scholl's athlete's foot powder to apply afterwards. Valpeda antiseptic foot balm from Reckitt's & Colman is also recommended for this condition; as is Sek ointment from ICC, Tineafax ointment/powder from Wellcome Consumer Sales and Mycil powder from BDH Pharmaceuticals.

**Corns:** These are common when shoes are

too tight and friction or pressure occurs. They are to be found between the toes, on top of the toe joint, top or tip of the toes—but wherever they are, they hurt! Remedies include Freezone, a liquid corn remover from ICC; Carnation corn caps from Cuxson Gerrard which as well as giving relief also contain a salicylic acid ointment for dealing with the corn; Carnation corn paint for inconveniently placed corns; Scholl's Zino corn pads and plasters which are also medicated for quick corn removal; Scholl's 2-drop corn remover which softens them for removal; Scholl's corn and callous salve for more stubborn corns and a variety of corn pads to give relief from painful shoe pressure are available from both Scholl and Carnation.

**Callouses:** Like corns, these are also a toughening of the skin—but usually on the ball or side of the foot and again usually caused by undue pressure. It helps with this complaint if the skin is kept soft and nourished such as when using a rich moisturiser regularly. Treatments include Carnation callous caps and Scholl's Zino callous pads which are both medicated for removal and will give relief from discomfort; Scholl's corn and callous file and their Salve. Felt callous pads, Tarso callous Foam cushion pads and Kurotex callous pads are some of the Scholl aids which are designed to relieve painful shoe pressure.

**Bunions:** A term for the deviation of the big toe, the cause of which can either be hereditary or badly-fitting shoes. The soft tissues begin to swell and thicken because of this deviation and hence the bunion. Carnation bunion rings from Cuxson Gerrard give relief as do a variety of pads and shields from Scholl, who also make a bunion lotion for tender great toe joints.

**Ingrowing toenails:** This condition is more often than not caused by faulty cutting of the toenail when the sides are filed or cut away too sharply instead of being left short and square. As a result the nails grow and, as they do so, press into the sides of the toes. Scholl produces a liquid treatment for this condition called Onixol which is meant to be used with their Toe Cap to protect the nail from pressure. Onixol is claimed to reduce pain and help restore healthy nail growth.

**Warts:** A hospital doctor or chiropodist is the best person to deal with this problem because, although warts are very common, they can be painful and rather difficult to treat at home.



### Footnote

Feet will probably never be considered the most beautiful part of the human anatomy but that is no reason to ignore them—as that customer hobbling over to the footcare section with the rather pained expression will testify. And one where the old Belgian saying "Happy feet, Happy smile" begins to make sense.

# SHOWING OFF.... Footcare



You don't have to be a professional window dresser to design a good display—but a few "tricks of the trade" will certainly be helpful.

First tip is to keep things really simple: get maximum visual impact by concentrating on just a few items instead of using a mass of unrelated packs. Choose your products not only according to the season, but tie them in with current advertising campaigns and special promotions whenever possible.

Spring is the ideal time for a display of footcare products, such as this one which uses only Scholl products. It is deliberately formal because the objects in themselves are formal in shape. Very little display material is needed: the effect is achieved by repetition of the products to make a linear design.

Placed in front are the three types of Scholl footspray which will be getting advertising support during Spring and Summer. On the left are the foot deodorant sprays which are bright blue and yellow. Diagonally in the centre is a line of foot refresher sprays in green and yellow. On the right are the anti-perspirant sprays making a contrasting splash of colour in orange and yellow.

The slanted can on both sides and the diagonal line of sprays draw the eye both inwards and upwards, to focus attention on the new range of Scholl foot and leg-care products, to be introduced this Spring. The packs of the Scholl softening lotion, rough skin remover and the leg hair remover aerosol are all in the same yellow, but each features a tear-drop motif in a different colour. Note how the shape of the aerosols is emphasised by the way in which the cans are stacked.

This further leads the eye to the sandal and clog display, which uses a single display panel. The picture and slogan "Freedom is Scholl-shaped" is the same as that of the advertising campaign promoting Scholl footwear, which will be seen by millions of women throughout Spring and Summer.

Have you spotted the "deliberate mistake"—some of the packs have been turned around to show the back. It's an old display trick to jar the eye—the irregularity makes you take notice and also focusses attention on the user's instructions so that people stop to read. Obviously, you can only do this when the back of the pack looks as attractive as the front.

A few more do's and don'ts . . . Don't lay a pack or can down flat; always tilt it slightly or lean it against another product. Give products plenty of space to "breathe" and vary the amount of space in between. Make sure that all labels neatly face the same way, or the simplicity will be spoiled. Forget about single products but think in terms of lines and shapes to lead the eye from one corner to the other.

## Keep it simple say Scholl

# ANNE FRENCH

the leading brand of cleansing Milk announces the heaviest advertising campaign yet!

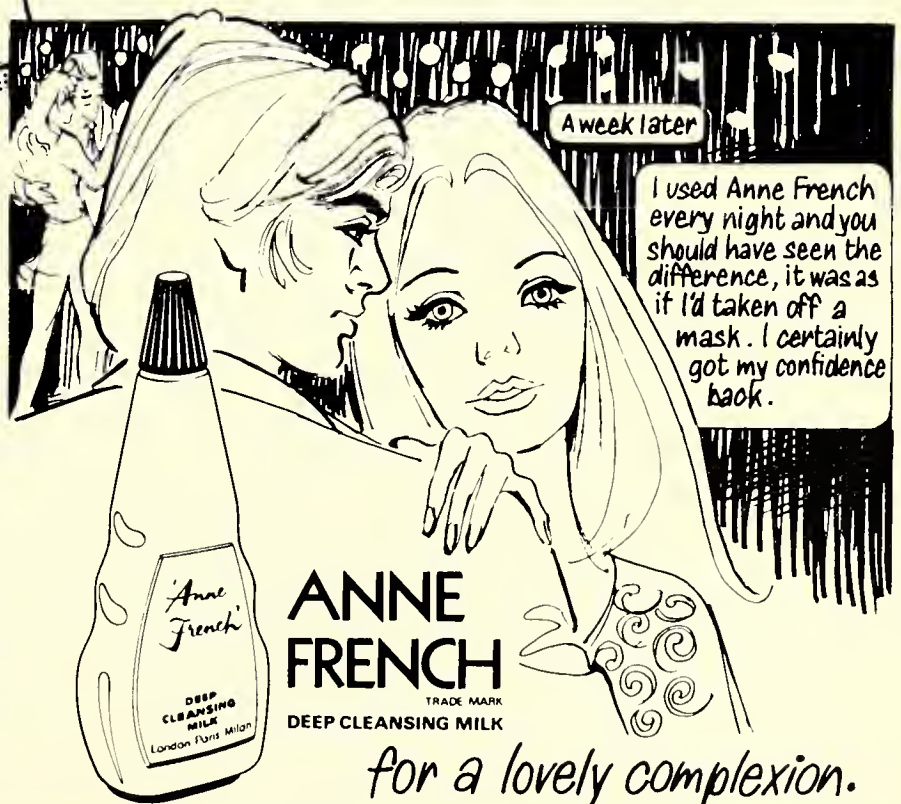


Almost **200** half page advertisements will appear in major women's magazines in 1973

Plus

**A CONCENTRATED TV CAMPAIGN IN LONDON AND THE SOUTH-EAST FROM MARCH TO JUNE.**

Anne French is also supported by the year-round **Postbag** campaign —over **140** additional advertisements.



# YOU'LL BE SELLING NOW

## For Eyes

### COTY Avocado Eye Creme

**Selling peg:** Blend of Avocado oils and vitamins for eye area claimed to prevent puffiness and supplement moisture deficiencies; also recommended for chapped lips.

**Price:** £0.85

### MAYBELLINE Great Lash

**Selling peg:** Creamy mascara which can be applied without waiting for individual coats to dry. Available in five shades.

**Price:** £0.50

### YARDLEY Cool Creams

**Selling peg:** Glossy eye creams in six colours presented in small black pots.

**Price:** £0.36



## For Feet

### SCHOLL Softening lotion

**Selling peg:** A non-greasy softener containing cocoa butter plus allantoin and emollients for feet and legs.

**Price:** £0.45

### SCHOLL Leg Hair Remover

**Selling peg:** An aerosol depilatory for leg which is said to be less messy and simpler to use than others.

**Price:** £0.65

### SCHOLL Rough Skin Remover

**Selling peg:** Removes hard skin from feet, hands and elbows and also "feeds" the skin at the same time.

**Price:** tube £0.31

### RADOX Foot Spray

**Selling peg:** A deodorising / anti-fungal product which also relieves tired, aching feet. Has recently been reformulated to exclude hexachlorophane.

**Price:** £0.45½

### HOUBIGANT Ambergris/Civet

**Selling peg:** The Alyssa Ashley division are adding Ambergris and Civet fragrances to their range. Each pack contains a free horoscope.

**Price:** £0.78

## For Hair

### ELIDA Sunsilk setting lotion

**Selling peg:** Setting lotion in aerosol spray form with four variants: for dry, normal, greasy or fly-away hair and each can contains enough for 8/10 sets.

**Price:** £0.29½

### TWICE AS LASTING Quick Set

**Selling peg:** Aerosol "hairdo reviver" which works equally well on long or short hair. Each can contains enough for at least five sets.

**Price:** £0.40

### WELLA Almond Creme Rinse

**Selling peg:** A one treatment sachet of Almond Creme Rinse is now available as well as the 95cc bottle.

**Price:** £0.6



## For Fragrance

### HELENA RUBENSTEIN Courant

**Selling peg:** Gay warm perfume with long-lasting qualities which is said to "have many facets to match a woman's many moods".

**Price:** ¼oz parfum £3.40, ½oz parfum £5.35, 2oz eau de parfum mist £1.40, 2oz eau de parfum £1.32, perfumed dusting powder in drum with puff £1.80, talc in spray cylinder £0.90.

### BONNE BELL COSMETICS Skin

**Selling peg:** The scent of musk aimed at either sex who like a fragrance with "staying power".

**Price:** £2.50

### INNOXA Gingham/Appointment

**Selling peg:** Both Gingham and Appointment toilet water now presented in 10cc handbag sized aerosol sprays.

**Price:** £0.34

## Coming Soon

### YARDLEY More Nature Lipids

**Selling peg:** Three more products added to the Nature Lipids skin care range: Cream Concentrate a moisturising cream for all types of skin; Lotion Moisturiser, a non-greasy moisturising lotion for normal to oily skins; Cleansing Milk, recommended for normal to oily skins.

**Price:** Cream Concentrate £1.18, Lotion Moisturiser £0.84 and Cleansing Milk £0.77

### NAILOID Nail accessories range

**Selling peg:** Includes a range of nail enamels comprising 2 clear, 9 pearl and 9 creme shades plus cuticle remover, base coat, top coat and polish remover.

**Price:** According to item



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a hand and nail  
care department  
for less than £18



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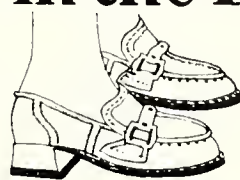
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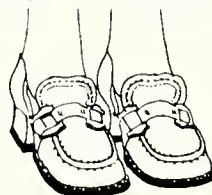
After they've been  
bruised in the Butchers



queued in the CO-OP



and staggered round the  
supermarket



Offer them a little light relief



A Nicholas  Product

Radox Foot Spray cares for busy feet three  
important ways:

It sprays away aches and tiredness. (Try it yourself  
— it really does). And you can spray it on through  
stockings and socks.

It's a deodorant. Radox Foot Spray will keep your  
feet fresh as a daisy. All day long.

It's medicated. Reformulated — contains no hexa-  
chlorophene — but includes powerful anti-fungal and  
anti-bacterial ingredients that help to prevent and  
control 'Athletes Foot'.

Concentrated National advertising starts this  
month, so more and more people will be asking you for  
Radox Foot Spray.

If you haven't already ordered, now's the time.

Nicholas Products Limited, 225 Bath Road, Slough, Bucks SL1 4AU



Large size

## New Veeto is twice as gentle. So it will sell twice as well.

Women want a hair-removing cream that's gentle — they told us so. So we've made new Veeto twice as gentle, so gentle they could even use it on their face.

### Twice as beautiful

New Veeto has a beautifully gentle perfume, and a fresh feminine pack that's twice as attractive in your shop — and on her bathroom shelf. Plus a new spatula that's twice as easy to use. All of which means that women will want new Veeto twice as much.



### High-impact advertising

This year we've got the biggest-ever advertising campaign to support new Veeto. Whole-page advertisements will appear in all the major women's magazines, telling your customers about new Veeto. This high-impact campaign will appear from May throughout the summer.

Yet another reason why new Veeto will sell twice as well.

**New Veeto... everything a woman wants**